An empirical investigation into the combined effect of sequence and cross–media exposure on audience attitudes

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Abstract

This study examines the effects of cross–media advertising on audience attitudes. An experiment was created that simulated every day media encounters: reading a magazine, watching television, and listening to the radio. A test advertisement was inserted into the experiment. After completion, participants were questioned on their recall, attitude toward the advertisement, attitude toward the brand, and purchase intention. In total, 1848 individuals were surveyed. From this, inferences about multiple media sequencing effects and repetition were made. The findings have value to researchers and practitioners.

Introduction

Many of the communication campaigns in the current marketplace are designed to make use of more than one medium and tool. More specifically, advertising campaigns may use different media and various promotional tools such as advertising, brand activation, sponsorship, direct marketing, and Internet marketing (Ephron, 2000). Through utilizing multiple tools across multiple media, marketers attempt to maximise their budgets through synergy. As Ephron (2000) noted, "Old media planning was about picking individual media. New media planning is about picking combinations of media (and permutations of media where sequence of exposure is important)." (P. 238). Both scientists and the advertising industry are becoming increasingly interested in the effectiveness of cross–media and cross–tool communications.

Research Objectives

The objective of this research is to advance understanding of memory, attitudes, and intended behaviours in the context of various advertising approaches. Specifically, recall, attitude toward the advertisements, attitude toward the brands the advertised, and purchase intentions are measured across various advertising media. The repetition of the message, sequence of exposure, and

combinations of the specific media used were set under controlled conditions, accomplished by the creation of an experiment that replicates everyday media encounters and then allows responses to advertising stimuli to be recorded and analysed.

Thesis Outline

The literature review frames this research, covering the psychological effects of advertising as well as the uses of repetition of advertising, the sequencing across various media, and the use of specific media combinations for advertising. A presentation of the conceptual framework along with research questions and hypotheses follows. The methodology section describes the creation of the experiment and the process of subsequent data analysis. The results section examines and discusses the various findings of the research. A discussion of the implications of the research, present limitations of the study, and directions for future research concludes the thesis.

Literature Review

This literature review provides a logical introduction to the relevant terms and concepts for this research. A history of the effects of advertising, a description of advertising media, and their respective processing provides insight into the interaction between advertising and the consumer. Also examined is the advent of Integrated Marketing Communications (IMC), as it conceptualises the practice of using multiple advertising tools. Media planning decisions are analysed. Beginning with the effects of advertising repetition, then considering past research into multiple media advertising, and finally, multiple media sequencing is discussed to provide a basis for hypothesis formulation.

The Effects of Advertising

When describing the basic goal of advertising, the layman's view can be summed up simply as "to increase sales". While there may be other reasons to advertise, and advertisers may have different objectives for advertising, increasing sales serves as a solid reminder of the primary purposes of advertising. Beginning with this notion of increasing sales, researchers began to look at what exactly influences consumers to purchase. Consequentially, many models were created, theories constructed, and experiments

conducted in an attempt to explain how advertising operates. This was a concerted effort to create increasingly effective advertising strategies, in order to increase sales.

Vakratsas and Ambler's (1999) framework for studying how advertising works provides an excellent introduction to the advertising process. There are four main areas of the framework: advertising input, filters, the consumer, and consumer behaviour.

Advertising input can be conceptualised as the actual advertising strategy the consumer is subjected to including, the message of the advertisement, the media schedule utilised, and repetition of the advertisement (Singh & Cole, 1993). The consumer's response to the advertisement includes awareness, memory, and attitude toward the brand. These effects can be either conscious or subconscious, and fall into two main areas: cognitive, which is the "thinking" aspect of the consumers' response; and affective, the "feeling" aspect of the consumers' response. A third area, experience, is also often suggested, and is all the past memories of product use and purchases of the advertised and competing brands (Vakratsas & Ambler, 1999). These intermediate effects then influence the consumer's behaviour, generally seen as purchase subscription, loyalty, or other measurable outcome. However, while

consumers are processing the advertisement several filters are moderating their response. These filters, such as motivation, ability to process information, and product category involvement, can significantly alter the consumer's response to the advertisement (Cacioppo & Petty, 1985; Maclnnis & Jaworski, 1989).

While this model provides a good overview for the advertising process, there are several other models explaining the advertising process. An overview of the market response, cognitive information, pure affect, persuasive hierarchy, and low–involvement models follows, along with significant findings that have stemmed from these individual approaches, to provide a background on the effects of advertising.

Market Response Models

Market response models rely on real world data to determine advertising effectiveness. For instance, advertising spend would be directly compared to sales and analysed to determine the effectiveness of the advertising. In this model, there are no reported intermediate effects. In general, there are two market response forms: the aggregate and individual level.

Aggregate level studies look at overall trends, such as brand advertising and market share, whereas individual level studies measure items such as individual brand choice compared to the number of exposures to the advertisement. Researchers utilising the aggregate level model have uncovered several important findings, including the deduction that the effects of advertising "wear–out". Using an aggregate level approach Clarke (1976), as well as Assmus, Farley, and Lehmann (1984), suggest that 90% of the advertising effects dissipate after three to fifteen months. Leone (1995) suggests that this period is shorter: closer to nine months. The wear–out effect is also suggested to vary across brands (Winer, 1980).

The individual level approach suggests that advertising makes consumers less price sensitive and increases loyalty (Mela, Gupta, & Lehmann, 1997). Increasing sales through advertising is also very elastic. In one study it was reported that increased spending in advertising increased sales for new brands in 55% of cases and only 33% for established brands (Lodish, et al., 1995). This suggests that advertising effectiveness decreases during the product life cycle (Arora, 1979; Parker & Gatignon, 1996; Parsons, 1975). Furthermore, this suggests that advertising effectiveness diminishes with exposure. The first exposure is the most influential,

while the third is the optimal level before the onset of diminishing returns (Deighton, Henderson, & Neslin, 1994; McDonald, 1971; Pedrick & Zufryden, 1991).

Cognitive Information Models

The cognitive model stipulates that consumer decisions are rational and that advertising provides information to consumers so that they may make purchase decisions in a rational manner. Goods are classified in three main categories: experience, search (Nelson, 1974), and credence (Darby & Karni, 1973). Experience goods are defined in that the quality of the good is discovered after the consumer has experienced the product (Davis, Kay, & Star, 1991). Search goods allow for the quality of the product to be determined through inspection and evaluation of relevant information such as price and country of origin. Credence goods are defined in that the quality cannot be determined even after experience with the product (Darby & Karni, 1973). This model has a several important findings, the first being that advertising is more effective for experience products than for search products, because it provides information that inspection does not (Nelson, 1974; Verma, 1980). Furthermore, advertising can also be used as a signal to the consumer that the product is of high quality, therefore worthy of purchase (Nelson, 1974; Verma, 1980). It also has been found that the inclusion of

price in advertising increases the price sensitivity of consumers, conversely non–price advertising decreases price sensitivity (Kaul & Wittink, 1995).

Pure Affect Models

While cognitive models stress rational thought, affective models contrast this: they influence preferences by focusing on the associated feelings and level of familiarity that consumers experience through advertising. The focus of the affect model is the feelings and emotions generated by the advertisement. In this model consumers form preferences based on feelings rather than cognitive areas such as product specifications. The affective responses to the advertisement can be broken down into two areas: attitude toward the brand and attitude toward the advertisement (Mitchell & Olson, 1981; Shimp, 1981). Attitude toward the advertisement has been shown to correlate with purchase behaviour (Biel, 1990), as well as being shown to have a positive long–term influence on opinion (Brown, 1991). Emotional features of the advertisement can also influence the actual attitudes held by consumers toward the advertisements and brands. For instance, Gorn (1982) and Bierley et al., (1985) found that background music influences attitudes. Consumers also do not have to be consciously aware of the affective elements of an advertisement, as Janiszewski

(1988) suggests that emotional responses toward advertisements can be formed without cognition.

Familiarity with the advertisement also influences preferences because of the mere exposure effect (Zajonc, 1968), as favourable preferences are formed to a stimulus because it is familiar. Researchers also investigated the effect of familiarity in advertising and found that unfamiliar advertisements take longer to reach their maximum effectiveness (Blair, 2003; Pechmann & Stewart, 1990), suggesting that an advertisement has to "wear–in" before it is effective. Berlyne (1970) suggests that advertising has a "wear–out" effect after a number of exposures.

Persuasive Hierarchy Models

Persuasive hierarchy models assert that a hierarchy of effects underlies the advertising procedure. The hierarchy, which is sequential in design, suggests that a cognitive stage (awareness or attention toward the advertisement), leads toward an affective stage (interest or liking of the advertisement or brand), which then influences behaviour (purchase or subscription). This hierarchy is mediated by involvement, defined by Rothschild (1984) as "an unobservable state of motivation arousal or interest. It is evoked by a particular stimulus or situation and has drive properties. Its

consequences are types of searching information–seeking and decision making" (p. 127). This hierarchy is mediated through attitude toward the advertisement (Batra & Ray, 1985; Burke & Edell, 1989; Cacioppo & Petty, 1985; Homer, 1990; MacKenzie & Lutz, 1989; MacKenzie, Lutz, & Belch, 1986; Petty, Cacioppo, & Schumann, 1983; Sawyer & Howard, 1991).

The Elaboration Likelihood Model (ELM) developed by Petty & Cacioppo (1981) is one of the most comprehensive persuasion models. The persuasion process in the ELM depends on the nature of elaboration that the individual utilises to process information presented. In particular, there are two routes that information processing can take: the central route or the peripheral route. Within the central route individuals have a high level of involvement and pay close attention to the content presented forming their attitudes from the arguments presented to them. In the peripheral route to persuasion, the individual relies on peripheral cues such as a celebrity endorsement or background music, rather than the arguments presented, to form their attitudes. Contrary to the central route, individuals forming their attitudes via the peripheral route have lower levels of involvement (Petty, et al., 1983).

From the different routes to persuasion, several important findings have emerged. Cacioppo and Petty (1985) concluded that repetition of different versions of an advertisement had a positive influence on low–involvement consumers, but no effect on high–involvement consumers. It has been suggested that repetition of several advertisements, rather than repetition of a single advertisement, can offset wear–out (Zielske & Henry, 1980) and improve recall (Unnava & Burnkrant, 1991). It was also found that affective responses to advertisements did not influence brand attitudes in high–involvement situations but did in low–involvement situations (Batra & Ray, 1986a). Dröge (1989) suggested that attitude toward the advertisement only positively transfers to attitude toward the brand in low–involvement situations.

Low–Involvement Models

In low–involvement models, product trial is a major factor. Within these models, advertising reinforces habits, frames experiences, and defines consumer experiences (Ehrenberg, Barnard, & Scriven, 1997; Pechmann & Stewart, 1990). This style of model suggests that experience with the brand forms and reinforces attitudes. The typical flow for a low–involvement model follows cognition (awareness of brand), leading to experience (a trial of the brand), and finally affect (reinforcing consumer attitudes). This model is

associated with habitual purchase behaviour as these situations are likely low–involvement to the consumer.

This model has been influential in many ways; it is suggested that product trial has a greater influence on attitude formation than advertising, which instead just reinforces habits (Alba, Hutchinson, & Lynch, 1991; Deighton, et al., 1994; Marks & Kamins, 1988; Olson & Dover, 1979; Smith, 1993; Smith & Swinyard, 1978; Tellis, 1988; Winter, 1973). It has been found that advertising has a far greater influence when it precedes experience with a product as it provides a framing effect (Levin & Gaeth, 1988). The framing effect is also stronger when the product category is ambiguous and quality is hard to determine, i.e. with credence goods (Hoch & Ha, 1986). Conversely, product experience is more effective than advertising for search and low–experience goods (Wright & Lynch J. G., 1995). Furthermore, it has been proposed that advertising prior to product trial has no effect on attitudes when the trial experience was positive; however, advertising can help alleviate the effect of negative trial experiences (Smith, 1993). Further support that advertising is appropriate for reinforcing habits and attitudes has been found in that advertising apparently has its greatest influence on loyal consumers (Deighton, et al., 1994; Raj, 1982; Tellis, 1988).

While these models provide an insight into the various notions of attitude formation, there is little attention given to the idea that individuals follow only one of the models at all times in all situations. Thus, the attitude formation models depend on context. Attitude formation is complex and results from the cumulative and interactive effect of many factors such as awareness, trial, word of mouth promotions, and advertising (Vakratsas & Ambler, 1999).

Advertising Media

Following the section focusing on the advertising process, attention is now directed toward the carrier of advertising messages: the advertising medium. A brief description of each advertising medium relevant to this thesis is provided including their inherent psychological processes. Specifically, television, radio, and print media are examined as they present an important component to this research. After a brief description of the media, processing of the media will be outlined.

Television

Television is generally considered the ideal advertising medium (Belch, 2008). This advantage is gained through the ability to present the advertising message visually and aurally (Katz, 1995), an obvious advantage over other advertising media. Television

allows creative executions with impact by utilising sight, sound, colour, and motion to create the most realistic lifelike representations (Belch, 2008). This is beneficial to advertisers as it can allow for greater persuasiveness over single–sensory media (Katz, 1995). Another benefit of television advertising is its large coverage. Television also offers segmentation to advertisers through matching target markets with programming content, broadcast time, and geographical considerations (Belch, 2008). This is not to imply that television advertising is not without its limitations. For instance, the high cost of advertising can be prohibitive, limited viewer attention toward the advertisements shown, and a high advertising clutter is inherent with the medium (Barton, 1970).

Radio

While radio does not offer the visuals of television, it does offer opportunities to advertisers specifically, reaching target markets at a reduced cost compared to television (Belch, 2008). The main benefit of radio advertising is its relatively low cost, making it one of the more efficient advertising mediums (Katz, 1995). Radio also offers audience selectivity through the method by which radio stations are formatted, which results in target specific audiences often divisible by geographical location (Belch, 2008).

Radio also offers flexibility through the short lead–time needed to produce radio advertisements. Another advantage of radio is that it encourages listeners to use their imagination when processing an advertisement by creating their own mental picture of what is happening (Katz, 1995). The drawbacks of radio advertising include that it is often in the background, as an auxiliary to the current activity of the individual; therefore, attention paid toward the advertisements are low, compounding the lack of visual component (Barton, 1970).

Print

Print media differs to broadcast media because it is processed at the individual's own pace. This allows for the presentation of detailed information, leading to it being suggested as a high–involvement medium (Belch, 2008). In general, there are two main forms of print media: magazine and newspaper. Print media has an advantage over radio and television because they are non–invasive; however, they require effort by the individual for impact (Katz, 1995). Print advertisements are processed visually. Print, and the magazine specifically, offers greater segmentability than radio or television through specialised magazines attracting specific audiences (Belch, 2008). Creative flexibility is also possible with print advertising through altering fonts, colours, and using various

special customisations such as fold outs or inserts (Barton, 1970). While magazines have a longer lead time, newspaper advertising offers the ability for a short advertising turn around (Belch, 2008). The main disadvantage for print advertising is that there is high clutter within each publication, and this increases the chance that the advertisement will be missed (Katz, 1995). Attention toward the advertisement is also required as the individual needs to actively process the information (Barton, 1970).

Media Processing

It is apparent that as the media differ in information presentation, (aural versus visual, for radio and print, and multi-sensory for television), the method that they are processed by audiences will differ. Edell and Keller (1989) propose that each sense stimulated has the potential to directly or indirectly influence the processing of information. The more senses stimulated during communication the greater the chance of effective communication (J. Jacoby, Hoyer, & Zimmer, 1983). This suggests that the television medium is the most effective as it contains several sensory modes, and television advertisements being visual are easier to process, thus supporting the aural information presented (Dijkstra, Buijtels, & van Raaij, 2005). Support for multi–sensory effectiveness has been found in that it facilitates learning (Treisman, 1964). Contrary to the notion

that multi–sensory communication is superior, Broadbent (1958) suggested that individuals have limited processing ability and can only process one sensory mode at a time, switching back and forth between modes. Multiple sensory modes have been noted to require more effort to process and this may interfere with the elaboration processes (Edell & Keller, 1989).

An individual's interaction with the presented information is another factor of media processing. In particular, the speed that information is presented is of special note. Within broadcast media, the advertiser externally controls the speed of information presentation. With print, the individual has internal control of the information presentation. The external pacing of television may lead to information being missed by the individual (Dijkstra, et al., 2005). Although, even in cases of low–involvement it has been found that processing may occur that produces cognition (Krugman, 1965). Another disadvantage of multi–sensory media is that information presented must be congruent across modes and incongruence may lead to interference in processing, thus decreasing effectiveness (Leigh, 1991).

With print media the information exposure speed is controlled by the individual and thus provides an enhanced opportunity to process

the information (J. Jacoby, et al., 1983). Nevertheless, this is dependent on the motivation of the individual to process the information. As print is moderated by involvement, those not motivated to consume the advertisement have a limited opportunity to be influenced (Buchholz & Smith, 1991).

Comparisons between media are often varied. It was found that audio–only and video–only produced greater short term recall than a combined format (Warshaw, 1978), whereas Bryce and Olney (1988) found that television commercials were superior to radio in recall. Furthermore, television was found to be superior to radio in both cognition responses and recall (Dijkstra, et al., 2005; Edell & Keller, 1989), also producing more counter-arguments than information presented in an audio-only format (Liu & Stout, 1987). Buchholz and Smith (1991) found that in high–involvement situations, radio was superior to television in inducing cognitive elaborations.

Following this brief overview of individual media, it would appear that each medium relies on specific cognitive processes with inherent strengths and weaknesses. Combining two or more media creates synergy. This is the basis of the integrated marketing communication approach (IMC). A short description of integrated

marketing communications is provided along with past research into the area, as it provides a realistic context of the environment within which organisations operate.

Integrated Marketing Communications

Integrated Marketing Communications (IMC) is described as: “the process of integrating the elements of the marketing communication mix across customer contact points to achieve greater brand coherence” (Kitchen & De Pelsmacker, 2004, p. 3). A simpler definition is that IMC is company communication emitting “one voice” (Belch, 2008). IMC as a concept began to gain traction in the early 1990s and spread rapidly through academic and professional circles (Nowak & Phelps, 2005). The reason behind this fast diffusion is that IMC provides value through using multiple communication tools in a synergistic fashion (Carlson, Grove, Laczniak, & Kangun, 1996; Cook, 1996; Duncan & Everett, 1993; Schultz & Kitchen, 1997).

Conventionally speaking, the communication tools available to marketers are as follows: advertising – defined as any paid non–personal communication about an organisation, product, service, or idea by an identified sponsor (Alexander, 1963). Direct marketing – where communication is direct with consumers to generate a

response or transaction such as through direct mail (Belch, 2008). Interactive media – that allows information to flow from the organisation to the consumer and vice versa in real time. Interactive media also offers the ability for users to participate, contribute, and modify information. Sales promotion – the marketing activities that offer value or incentives to the sales force, distributors, or end customer to stimulate sales. Public relations or publicity – is similar to advertising as it is non–personal communication about an organisation, product, or service; however, it differs because it is non–paid. It is also defined as: “the management function which evaluates public attitudes identifies the policies and procedures of an individual or organisation with the public interest and executes a program of action to earn public understanding and acceptance” (Moore, 1977, p. 5). Personal selling – personal communication where direct contact is made in an attempt to persuade potential buyers to purchase an organisation’s product, service, or idea.

Table 1 is a summary of past research on integrated marketing communication.

Citation	Research Aims	Major Findings
(Gopalakrishna & Chatterjee, 1992)	Analysis of integration of personal selling with advertising in context of efficient resource utilisation.	Development of an approach that assesses the joint effect of advertising and personal selling on sales a model is developed that splits resources between the two activities.
(Hutton, 1996)	Review of integrated marketing communication.	IMC value lies in its potential to reform advertising industry from marketing myopia and highlights important relationship between public relations and marketing.
(Lemon & Nowlis, 2002)	Research into the synergies between different types of promotions and brand characteristics.	The combined effects of displays and price promotions have greater effect on low–tier brands over high–tier brands. However, the individual effects are greater on high–tier brands.
(Jin, 2003)	Empirically testing the effects of advertising campaign publicity on consumer recall.	Synergy between marketing publicity and advertising was found advertising effectiveness was improved by publicity surrounding marketing campaigns.
(Naik, 2003)	Presents a method for planning optimal integrated marketing–mix in dynamic markets.	Empirically found that advertising and promotion affect brand shares but also exert interaction effects on each other through amplifying the effectiveness of the other activity
(Madhavaram, Badrinarayanan, & McDonald, 2005)	Presents IMC and brand identity as critical components of a firm's brand equity strategy.	A brand equity strategy scheme is developed that details the role of IMC in creating brand equity and the role of brand identity in the development of a firms overall IMC strategy.
(Micu, 2005)	Comparing the combination of online publicity and advertising vs. pure advertising on effectiveness.	Pure publicity was found to be the most effective followed by the combination of publicity and advertising. Pure advertising was the least effective.

(Reid, 2005)	Examines the relationship between the IMC process and brand outcomes.	Results demonstrate a positive relationship between IMC implementation and positive brand outcomes.
(Reid, Luxton, & Mavondo, 2005)	Proposes a model of integrated marketing communication and market and brand orientation.	The link is clarified among IMC, market orientation, brand orientation, and proposes a testable model liking concepts with external organisational performances.
(Stammerjohan, Wood, Chang, & Thorson, 2005).	Comparing publicity and advertising on attitude toward the advertisement and attitude toward the brand.	Positive publicity complements advertising in predictable ways, while the effects of negative publicity are mitigated through advertising that creates brand familiarity.
(Wang & Nelson, 2006)	Examines the effects of identical versus varied advertising and publicity messages on purchase intention.	Purchase intention is increased with third–party publicity, varied publicity could also provide an effective IMC technique.
(Eagle, Kitchen, & Bulmer, 2007)	Examines the theoretical and practical applicability of integrated marketing communications.	The two–country qualitative study shows that practitioners appear to be constructing and applying IMC concepts are situation specific. External factors influence reconsideration of marketing communications.
(Lo, 2007)	Research into integrated marketing communication for not–for–profit organisations.	The technical level of integrated marketing communication implementation influences the organisations brand equity.
(Michaelson & Stacks, 2007)	Research sought to establish if public relations multiplied advertising effectiveness.	It was found that those exposed to public relations scored higher but not significantly higher on almost all measures and they demonstrated higher product knowledge.
(Micu & Thorson, 2008)	Integrates advertising and publicity to promote an unknown brand on the internet.	When exposure to advertising combines with exposure to objective news about a new brand, brand attitudes and behavioural intentions increase.

(Jin, Suh, & Donavan, 2008)	An empirical and theoretical examination of the synergistic effects of publicity and advertising.	Individuals pre–exposed to publicity have greater recall of publicised brands at the expense of brands not publicised.
(Ewing, 2009)	Research into the process of IMC provides directions for future research.	Suggests research into: multiple stimuli processing, stimuli interaction, effects of technology on IMC, understanding between IMC and marketing capabilities, and when and how to implement IMC.
(Luxton, Reid, & Mavondo, 2007)	Examines the relationship among IMC market orientation, learning orientation, brand orientation, and brand performance.	It was found that IMC is an important strategic business process that influences brand performance.

Table 1: Integrated Marketing Communication Research Summary

Media Planning Decisions

When planning an advertising campaign advertisers attempt to maximise the effectiveness of advertising spend. To do this they have several strategies. This research will focus on three: repetition, media sequence, and the use of more than one medium. Each will be discussed with their assumed underlying psychological processes, and a summary of research findings in the area presented, as to provide the background for hypothesis formulation.

Repetition

There have been studies that have investigated the effect of repetition on attitude change (Belch, 1981; McCullough & Ostrom, 1974; Mitchell & Olson, 1976). To put it simply, when individuals are attentive ,repetition has been shown to be beneficial (Belch, 1982; Sawyer, 1974). Repetition is also effective in low–involvement situations (Krugman, 1965). However, advertising wear–out occurs with increased exposures as the viewer becomes bored and annoyed by the advertisement, leading to decreased attention given to the message (Calder & Sternthal, 1980). Similarly, a wear–in effect has been noted (Calder & Sternthal, 1980; Shimp, 1997), where the advertisement requires several exposures to reach effectiveness. Cacioppo and Petty's (1979) two–stage attitude modification model, based on Berlyne's (1970) Two–Factor Theory,

suggests that increased exposures to an advertisement allows the viewer more chances to elaborate on what they have just seen and internalise the arguments presented, leading to a higher attitude toward the advertisement. However, if the viewer is exposed to advertisement a large number of times, this effect reverses (Zajonc, Shaver, Tavris, & Van Kreveld, 1972).

While straight repetition of an advertisement is limited in effectiveness, there is research that suggests altering the advertisement slightly can bypass this negative effect (Gorn & Goldberg, 1980). In a real world application, Naik, Mantrala, and Sawyer (1998) suggest that a pulsing strategy is more effective than a straight repetition strategy in certain situations, as it combats wear–out. It has also been suggested that complex messages that are initially difficult to process will benefit from repetition, as the individual's ability to process the message is increased, and because of this, counter–arguments are decreased (Anand & Sternthal, 1990; Batra & Ray, 1986b; Cacioppo & Petty, 1979). In general, the underlying processes of the repetition effect can be categorised into one of three models: active processing, uncertainty reduction, and non–cognitive mediation (Obermiller, 1985). Active processing suggests that increased repetition allows multiple opportunities to process stimuli. This is based in theories of attitude

formation (Fishbein & Ajzen, 1975). Uncertainty reduction suggests that affect increases when uncertainty is decreased. Uncertainty is reduced through learning, and repetition provides increased learning opportunities (Berlyne, 1970; Sawyer, 1974). Notwithstanding, the non–cognitive model suggests that cognition does not influence affect as cognition is not a process of affect formation (Obermiller, 1985).

A summary of past research into the effects of advertising repetition is provided in Table 2.

Citation	Research Aims	Major Findings
(Ray & Sawyer, 1971)	Assessment of effectiveness of repetition across different consumer situations.	It is suggested that repetition can increase advertising effectiveness; however, repetition functions are dependent on product type, brand position, and advertising goals.
(Sawyer, 1973)	Experiment into the repetition when using refutational and supportive advertising messages.	It was found that repetition effectiveness vary among different situations. Of note is the interrelation between repetition advertising appeal used and product usage segmentation.
(Craig, Sternthal, & Leavitt, 1976)	Analysis into advertising wear–out in extreme repetition situations.	Laboratory experimentation proves that wear–out is attributed to inattentiveness of individuals it is suggested that there is an optimal level of repetition.
(Bekerian & Baddeley, 1980)	Investigation into a radio saturation campaign where participants were exposed to up to 25 advertisements per day over many weeks.	Support is given to the notion that repeated exposure to advertisements does not increase appropriate outcomes unless there is a necessary level of coding by the recipient.
(Belch, 1981)	Examination of comparative and non–comparative television commercials across three repetition levels.	No significant differences between comparative and non–comparative, message effectiveness differences for individual message type between each repetition level are noted however.
(Mitchell & Olson, 1981)	Research into Fishbein's attitude theory that varied repetition, verbal claims, and visual information.	It was found that repetition had no reliable influence on attitude formation.
(Belch, 1982)	Examination of the cognitive effects of advertising repetition for television commercials.	With increased exposure, cognitive responses became more negative the relationship between cognitive responses and messages acceptance did not alter with increased exposure.

(Batra & Ray, 1986b)	Investigation into the effects of repetition and the production of counter argument.	Repetition is shown to increase purchase intention and brand attitudes when counter argument is low when counter argument product is high repetition effectiveness decreases.
(Rethans, Swasy, & Marks, 1986)	Research into the effects repetition receiver knowledge and commercial length in television advertising.	While repetition did not influence attitude toward a product underlying processes of learning, tedium, arousal, and elaboration were observed. Viewer knowledge and commercial length did not moderate the process.
(Rethans, et al., 1986)	An experimental review of the two–factor model for novel products advertised on television.	It was found that there was not wear–in or wear–out effect for novel products; however, the learning process tedium and elaboration associated with advertising repetition was observed.
(Cox & Cox, 1988)	Examination into advertisement complexity as a moderator for repetition effectiveness.	Evaluations of complex advertisements are improved with increased exposure while simple advertisements are not.
(Berger & Mitchell, 1989)	Examination of repetition on non–evaluative dimensions of attitudes and strength of relationship between attitudes and behaviour.	Attitudes formed by repetition are similar to those formed through direct experience. They are more accessible from memory held with more confidence and are more predictive of behaviour than attitudes based on a single exposure.
(Cacioppo & Petty, 1989)	Test of response to strong versus weak argument on moderate repetition.	Evidence suggests that moderate message repetition can increase or decrease persuasion by enhancing argument scrutiny.
(Anand & Sternthal, 1990)	Investigation into the moderating effect of difficult of advertising appeal processing of advertisement repetition.	Increased exposure of a difficult to process advertising appeal increased effectiveness of an easy to process advertisement with increased repetition decreased repetition. A medium process advertisement displayed a wear–out effect.

(Schumann, Petty, & Clemons, 1990)	Empirical test of the Repetition – Variation hypothesis.	When process motivation is low, cosmetic variations across multiple advertisement presentations had greater effect on attitudes. When motivation is high substantive variations strategies are more influential.
(Singh & Cole, 1993)	Investigation into advertising effectiveness through varying, length content, and repetition of television commercials.	Brand recall and claim recall increases with increased repetition. Evaluation of brand and purchase intention tends to decrease or remain constant. Content and length of commercials alter effectiveness.
(Tellis & Hall, 1997)	A review into single vs. multiple exposures.	Argues that there is no optimal exposure as it is dependent on brand familiarity message complexity and message novelty.
(Haugtvedt, Schumann, Schneier, & Warren, 1994)	Investigation into the effect of repetition and variation strategies with specific cosmetic versus substantive variation.	Different repetition strategies can result in increase attitudes. Attitudes formed on cosmetic variation versus substantive variation did not alter significantly.
(Kirmani, 1997)	Investigation into the relationship between advertising repetition and product quality perceptions.	The relationship between repetition and perceived brand quality is mediated by perceptions of manufacturers' effort and confidence in quality rather than by irritation or boredom.
(Malaviya, Meyers-Levy, & Sternthal, 1999)	Investigation into cluttered environment where advertising repetition often operates.	It is suggested that the context of advertisement repetition can influence the type of processing and the judgment of the advertisement.
(Lane, 2000)	Research into the effects of incongruent extensions advertising repetition and consumer perceptions.	With increased advertising repetition individuals, evaluated incongruent extensions more positively expressed higher usage intentions and increased positive elaboration than individuals who only viewed the advertisements once.

(Nordhielm, 2002)	Research into the wear–out effect of repetition on specific features of an advertisement.	It was found that when specific advertising stimuli are evaluated in a shallow manner evaluation is enhanced with repetition when stimuli features are evaluated deeply wear–out occurs.
(Campbell & Keller, 2003)	Experiment into the effects of repetition on familiar and unfamiliar brands.	Advertising repetition of an unfamiliar brand was not as effective as a familiar brand where repetition wear–out was postponed.
(Janiszewski, Noel, & Sawyer, 2003)	Meta analysis conducted the effects of repetition with dependence on the interval and space between advertisement exposures.	Suggests that the most appropriate repetition strategy may invoke various media that are involving and un-involving to alter the interval and space between advertisement exposures.
(Simester & Tavassoli, 2003)	Investigation into effects of repetition through new data sources such as internet advertising and reader reply cards.	Data reveals that most customers who click on internet advertising do so with first exposure to the advertisement suggesting that additional repetition suffers from diminishing returns.
(Lee, Briley, & Groupe, 2005)	Empirical research into the effectiveness of repeat exposures for internet advertising.	The only variable that demonstrated significant change with increased repetition was message recall. Aided brand awareness, brand opinion, and purchase intent were not altered.
(Moorthy & Hawkins, 2005)	Examination into the relationship between advertisement repetition and quality perceptions.	Substantial support for advertisement repetition influencing perceived quality through attitude toward the advertisement.

Table 2: Repetition Research Summary

Multiple Media

As noted previously, repetition is beneficial until the point where the wear–out effect occurs. Nonetheless, advertisers frequently alter advertisement executions in an attempt to delay the onset of wear–out (Nordhielm & Evanston, 2003). Research into this variation often does not examine media as the source of variation, instead altering the execution of advertisements in a single medium, such as altering the headline copy used or other features of the advertisements (Calder & Sternthal, 1980; Gorn & Goldberg, 1980; McCullough & Ostrom, 1974; Schumann, et al., 1990). The processes underlying the variation repetition relationship will be discussed, beginning with the Encoding Variability Theory, followed by the Repetition Variation Theory, and discussion of selective attention.

Encoding Variability Theory (Melton, 1970), suggested that when an individual receives the same message from a variety of media the message will be encoded into his or her memory in a more complex fashion than if only one medium were used. This results in a stronger, clearer, more accessible information network in the brain (Stammerjohan, et al., 2005; Tavassoli, 1998), and this enhances the likelihood that the information will be recalled accurately. It has also been shown that individuals exposed to a multiple media

campaign are more likely to pay attention to the advertised messages than if they were exposed to a repetitive single–source campaign (Chang & Thorson, 2004; Unnava & Burnkrant, 1991). Varying the modality of a presentation is also likely to improve the perceptions of the aesthetic value of a promotional campaign. The cosmetic (pre–cognitive) characteristic could positively influence attitude toward the advertisement and ultimately attitude toward the brand (Cacioppo & Petty, 1979). Supporting this notion, Harkins and Petty (1981) found that increasing the number of message sources intensified the associated information processing.

Repetition Variation Theory– As suggested previously, repetition is an important aspect for attitude change (Berlyne, 1970; Blair, 2003; Pechmann & Stewart, 1990). Nevertheless, variation is also of importance. With straight repetition, boredom sets in quickly and thus the effectiveness of the advertisement declines, although boredom can be negated through variation (Belch, 1981; Gorn & Goldberg, 1980). As IMC operates across many media, the probability that a consumer will be exposed to a one–voice communication from a company is increased. This allows repetition of the marketing communication to be achieved across several media. Additionally, as the message is presented across several

media, there are sufficient variations inherent within the medium used to counter boredom.

Selective Attention– Individuals are likely to pay the most attention to stimuli that are both complex and familiar, or both simple and novel (Kahneman, 1973). Familiarity can be achieved through repetition of the one–voice aspect of an IMC campaign. Delivering the campaign across multiple media allows sufficient complexity. Selective attention suggests that consumers are more likely to pay more attention to an IMC campaign as it is familiar, achieved through repetition of similar messages; and complex, presented over multiple media (Stammerjohan, et al., 2005). As attention to an advertisement is critical for its success (MacKenzie, 1986), it is suggested that attention will be greater for combinations that allow for synergy, such as a print news story with a radio advertisement (Stammerjohan, et al., 2005).

Research into multiple media promotions has been limited, as advertising research often utilises a single medium (Sethi, 1977). Nevertheless, there have been some important findings; summaries of these are listed in Table 3.

Citation	Research Aims	Major Findings
(Jagpal, 1981)	Empirical research into the effects of radio and print against the demand of bank accounts.	Study that presented empirical evidence of the synergistic effect of radio and print advertising to stimulate demand for opening a new bank accounts. Radio was found to be ineffective due to low awareness.
(Edell & Keller, 1989)	Exploration into synergies and information processing of coordinated television and radio advertisements.	It was indicated that mixed media had greater effect on recall than single exposures or single media with the exception of a double television exposure. It was also found that consumers recall TV ads when listening to radio ads.
(Confer & McGlathery, 1991)	Investigation into possible synergies between television and magazine advertisements.	Television and magazine performed higher on brand selection and recall comparative to single media campaigns.
(Bhargava & Donthu, 1999)	Empirical research into the effectiveness of outdoor and traditional media advertising.	Utilising outdoor advertising as part of a multimedia campaign contributes significantly to sales response received.
(Edell & Keller, 1999)	Investigation into the interaction and synergy effects of television and print advertising.	Analysis into the synergistic and interaction effects of a coordinated television and print campaign, which allowed for greater processing and improved memory performance than print or television alone.
(Lyann, 2006)	Investigation into the synergy effect of online print and television advertising.	Multiple media did produce higher recall; however, no other significant advertisement or brand effect was noted across media combinations.
(Naik & Peters, 2009)	Investigation into the synergies of online and offline advertising.	Results indicated that significant cross–media synergies are present online–offline. Suggestions are given on optimal spending.

(Naik & Raman, 2003)	Theoretical and empirical research into the effects of multimedia synergy effects.	Though examining market data of television and print advertising the authors create a model to explain the possible effects the synergy effects that are discovered between television and print.
(Numberger & Schwaiger, 2003)	Experiment conducted examining the effectiveness of internet and print advertising.	It was found that print and internet advertising more infective than internet advertising only; however, no difference between print and the media combination could be found.
(Stafford, Lippold, & Sherron, 2003)	Empirical evidence into combination of direct mail and national advertising.	It was found that primary direct mail coupled with national advertising increased weekly sales.
(Chang & Thorson, 2004)	A set of experiments that investigated the different synergy effects and information–processing model against repetition.	Synergies were found across web and television advertising. Higher attention higher perceived message credibility and a greater number of total and positive thoughts were reported as compared to straight repetition of one media.
(Briggs, Krishnan, & Borin, 2005)	A real world survey that tests television, magazine, and online advertising spend compared with branding.	It was found that online and magazine advertisements were more successful in increasing brand awareness than magazine alone. This finding was supported across media when media was paired synergy was discovered.
(Havlena, Cardarelli, & De Montigny, 2007)	Measures the effectiveness of a cross–media television, print, and online campaign by measuring brand metrics.	Synergies were found between print and television advertising especially when television saturation has resulted in diminishing returns.
(Tang, Newton, & Wang, 2007)	Experimental study examining the effectiveness of cross–media promotions.	It was found that coordinated television and print promotions increased attention, recall, message credibility, and positive attitudes toward the promotion compared to using single media promotions.

(Wu & S., 2007)	Examination into print and web advertising synergy in a field experiment.	Synergy effects were found for advertisement recognition but not for any other advertisement outcomes.

Table 3: Multiple Media Research Summary

Media Sequence

The sequence of exposure has been shown to be influential in several settings (Abbott, 1995). Advertising research, in general, focuses on what priming influence preceding advertisements have on attitude toward the test advertisement. Brooker (1981) found that attitude of the test advertisement, in this case a factual appeal, increased at a greater rate when preceded by a fear–based appeal over a humorous advertisement. This discrepancy is illustrated by Adaptation Level Theory (Helson, 1964). It is suggested that the first advertisement provided a reference point for the viewer, and as the relative change between the fear–based to the factual advertisement was greater than the change between the humorous and the factual ad, viewers perceived the factual advertisement as being more likeable than what it may actually be. Information Integration Theory (Anderson, 1971), describes how information from various sources is combined when evaluations are formed. It was found that the sequence of stimuli exposure is of importance to evaluation formation. The Integrated Information Response model suggests that individuals' belief strength can be influenced by initial exposure to credible messages (Smith & Swinyard, 1982). As suggested by Janiszewski, et al., (2003), the most effective exposure strategy may involve a combination of media that are involving and less involving. This is based on three hypotheses: the

retrieval hypothesis, the accessibility hypothesis, and the reconstruction hypothesis. The retrieval hypothesis suggests that when exposed to a stimulus an individual is reminded of prior events (Braun & Rubin, 1998). The processing of the initial stimulus, which is moderated by difficulty, influences the accessibility of the stimulus at the appropriate time. The reconstruction hypothesis assumes that processing of a stimulus requires a construction of what is perceived. It is suggested that it is easier to retrieve a previously created perception than create a new one (L. L. Jacoby, 1978).

This research will focus on the sequence of exposure when multiple media are utilised. Perhaps there is a priming effect inherent with different media tool selections. There has been limited research looking directly at this. Yet one example postulates that consumers who are exposed to advertising and then receive a sample have higher attitude change than those who received the sample first (Marks & Kamins, 1988). Smith (1993) studied the sequence of advertising and product trial; he concluded that while a sequence effect was present, more research was needed investigating the sequencing effects of advertising. The exposure sequence when using multiple advertising media has not been thoroughly researched. Table 4 provides a summary of research in this area.

Citation	Research Aims	Major Findings
(Marks & Kamins, 1988)	An investigation into the sequence of product sampling and advertising.	It was found that consumers exposed to advertising and then receive a sample have higher attitude change than those who received the sample first.
(Edell & Keller, 1989)	Investigation into information processing of television and radio advertisements.	It was found that consumers replay television advertisements when listening to radio ads.
(Smith, 1993)	An empirical study of the sequencing effects of product trial and advertising.	A sequencing effect was present but further study was required.
(Smith & Vogt, 1995)	An empirical study of the sequencing effects of negative word of mouth and print advertising.	It was found that print advertising mitigates the cognitive aspects of negative word of mouth when advertised first and the affect and conation when advertised last.
(Loda & Coleman, 2006)	Examines the individual effectiveness of publicity and advertising as well as exposure sequence.	Results suggest that publicity followed by advertising is the more effective persuasion sequence.
(Micu & Thorson, 2008)	Investigation into publicity and web advertising for new product introduction.	It is discovered using web advertising first in sequence is more effective for brand attitudes for non–technical products. The reverse sequence is more effective for technical products.

Table 4: Media Sequence Research Summary

Conclusion

As mentioned in the introduction to this section, the literature review covered several research areas. Initially, various models describing the advertising processes were presented along with main findings. The advertising models presented included market response, cognitive information, pure affect, persuasive hierarchy, and low–involvement.

An overview of television, radio, and print media was submitted along with a discussion of the cognitive processing inherent with each format. Following this, the Integrated Marketing Communications concept was introduced and important research findings within the area presented. Research findings were presented for the effects of advertising repetition, the effects of using multiple advertising media, and the effects of advertising media exposure sequence. Following this order allowed for the logical introduction of the relevant terms and concepts for this research.

In conclusion, this section has provided a foundation for the direction and design of the research through presenting information from a variety of relevant fields of information. The next section

utilises this information in the construction of a conceptual model and research hypotheses.

Conceptual Framework

This section discusses the conceptual framework developed from the current understanding of the literature. An overview of the model is provided and discussed. Following this, the hypotheses proposed for testing are presented.

Conceptual Model

The underlying theoretical framework for this research is the Dual Mediation Hypothesis (Lutz, 1985; MacKenzie, et al., 1986). MacKenzie and Lutz assert that attitude toward the advertisement influences brand attitudes directly and indirectly through its effects on brand cognitions. To put it simply, a positive attitude toward the advertisement will lead to a positive attitude toward the brand and thus higher purchase intentions. Conversely, negative attitudes will lead to negative outcomes for the brand. Although prior to the construction of the Dual Mediation Hypothesis, a structural model was developed that depicted the cognitive and affective antecedents of attitude toward the advertisement (Lutz, 1985). This model is arranged in such a way that central and peripheral processing factors are ordered in a continuum from left to right. This model is presented in Figure 1.

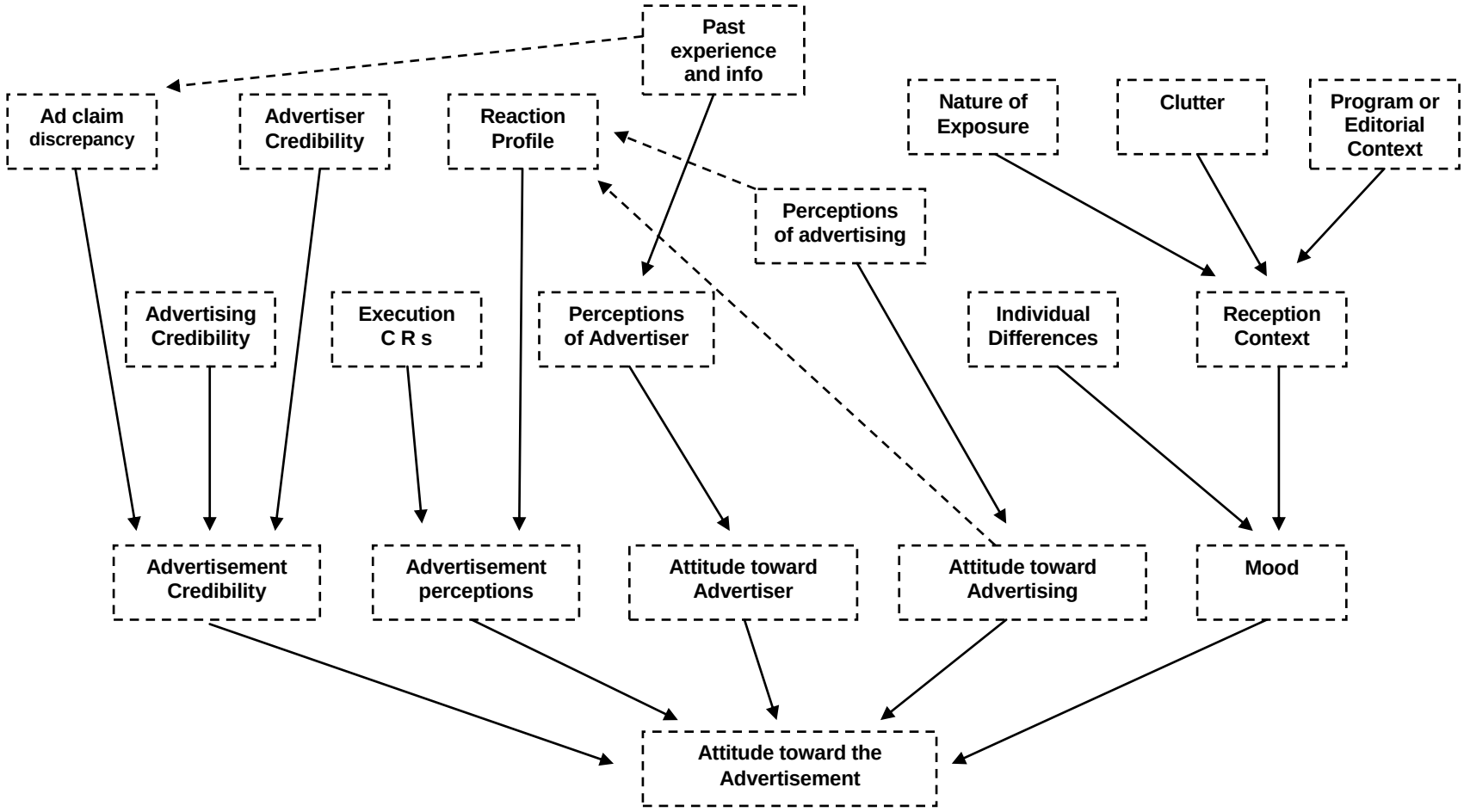


Figure 1: A structural model of cognitive and affective antecedents of Attitude toward the Advertisement (Lutz 1985)

Advertisement credibility, advertisement perceptions, attitude toward the advertiser, attitude toward advertising, and mood all serve as direct antecedents for attitude toward the advertisement. These will be discussed briefly.

Advertisement credibility is defined as the extent the audience perceives the claims made about the brand in the advertisement to be truthful and believable (Lutz, 1985). The credibility of the advertisement is suggested to influence the attitude toward the advertisement, as a highly credible advertisement would imply favourable attitudes toward the advertisement. The antecedents to advertisement credibility include: advertisement claim discrepancy, a perception of any discrepancy between claims in the advertisement and actual product characteristics; advertiser credibility, a perception of the credibility of the source of the advertising message; and advertising credibility, the perception of the credibility of advertising as a whole.

Advertisement perception is the consumer's evaluation of the advertising stimulus, including the advertisement execution utilised but not the brand advertised. Advertisement perceptions are influenced by reaction profiles and moderated by cognitive responses to the advertisement execution. Reaction profiles are

variables of advertising perception, such as humour, vigour, sensuousness, uniqueness, personal relevance, and irritation (Wells, Leavitt, & McConville, 1971). Cognitive responses include counter arguments, source derogations, curiosity and evaluation of execution (Batra & Ray, 1983).

Attitude toward advertiser consists of the consumer's affective reaction to the source of the advertisement. The attitude of the consumer toward the advertiser directly influences the attitude toward the advertisement. Attitudes toward the advertiser are formed through perceptions such as reputation and past experiences with the organisation.

Attitude toward advertising is the consumer's attitude toward advertising in general. It directly influences the attitude toward the advertisement. Logically a poor opinion of advertising would lead to a poor opinion of advertisements.

Mood is the consumer's affective state at time of exposure to the stimulus (Lutz, 1985). There are two components of mood; first, the tendency of individuals to evaluate situations positively or negatively (Lutz, 1985). Second, the reception context and nature of exposure, such as during an entertainment session or information search, the

amount of advertising clutter present, or the program context where the advertisement is shown.

While these relationships have been formulated to influence attitude toward the advertisement the model does not include effects of moderators. Conversely, Lutz (1985) suggests possible moderating factors could include interest in the product class, prior brand preference, repetition, type of appeal, and type of medium. What this research attempts to establish is the moderating effect of advertisement repetition, multiple media advertising, and exposure sequence on attitude toward the advertisement.

Following on from antecedents of attitude toward the advertisement is the Dual Mediation Hypothesis (MacKenzie, et al., 1986) an illustration of which is provided in Figure 2.

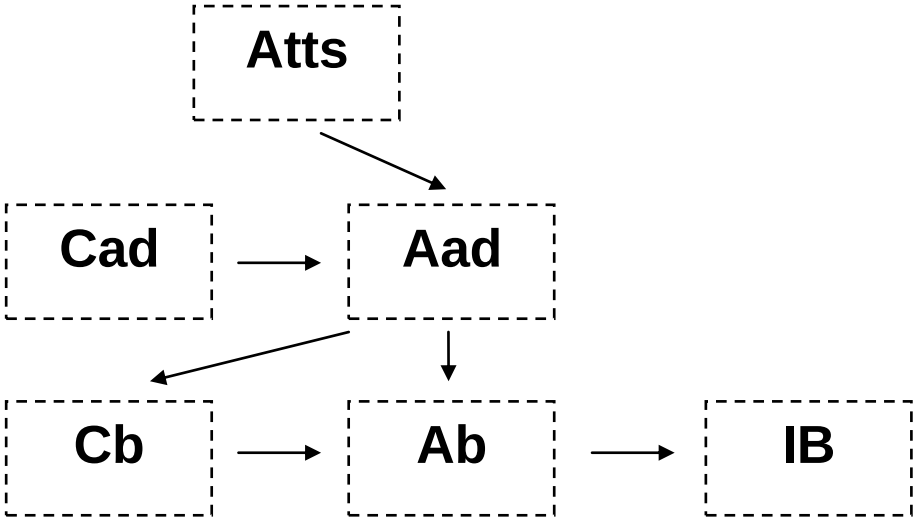


Figure 2: Dual Mediation Model (Lutz 1985)

The Dual Mediation Hypothesis follows a general hierarchy of effects beginning with Advertisement Cognitions (Cad) which are the thoughts of the individual pertaining to the advertisement; these thoughts then influence attitude toward the advertisement (Aad). This is defined as a predisposition to respond in a favourable or unfavourable manner to a particular advertising stimulus during a particular exposure occasion (Lutz, 1985). Similarly, Attitude towards the Brand (Ab) is the feeling of favourability or unfavorability towards a brand, and Brand Cognitions (Cb) are the thoughts about the brand. Attitude towards the advertisement is said to influence both brand cognitions and attitude towards the brand (Lutz, 1985). A positive attitude towards the brand then

influences Purchase Intention (IB), which is the pre-disposition to purchase a certain brand. Attitude towards the advertisement is moderated by (Atts) situated at the top of the model, and includes attitude toward advertising, attitude toward the advertiser, and mood; the affective antecedents of attitude toward the advertisement (Lutz, 1985).

This study attempts to establish the moderating role of advertisement repetition, cross–media advertising, and exposure sequence, on attitude toward the advertisement. Using the Dual Mediation Hypothesis, the following conceptual model can be formulated as shown in Figure 3.

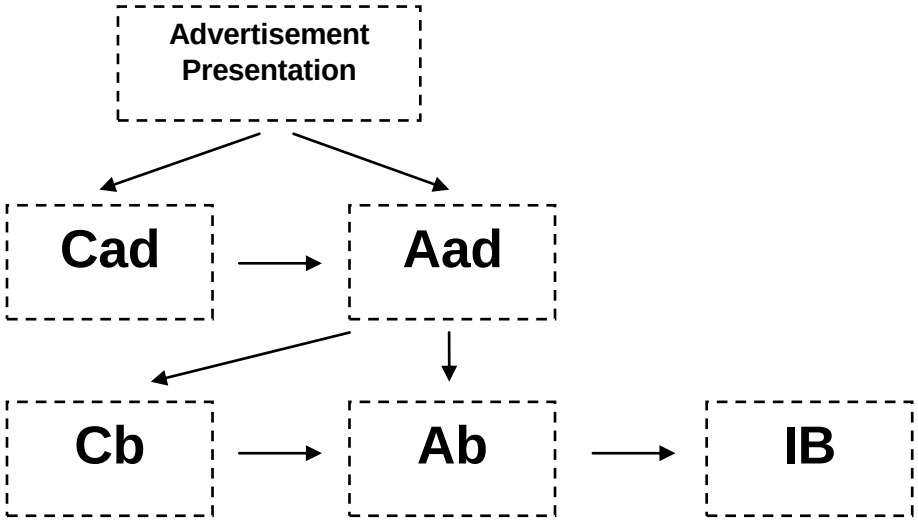


Figure 3: Dual Mediated Conceptual Model

This study examines if the presentation of the advertisement (i.e. the repetition, the use of multiple media, and exposure sequence) influences recall, attitude toward the advertisement, attitude toward the brand, and purchase intention. This is represented graphically in the flow diagram in Figure 4.

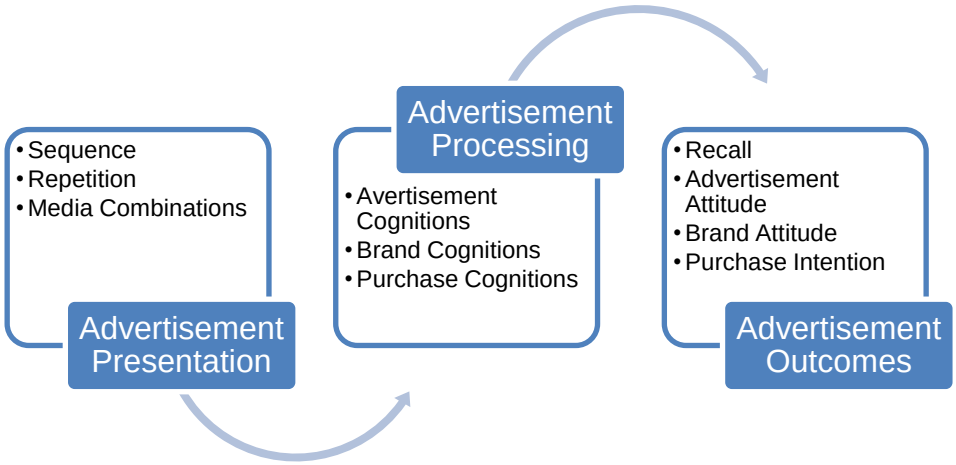


Figure 4: Conceptual Model Flow Diagram

Research Questions and Hypotheses

The following section details the proposed research questions and hypotheses. The effects of repetition, sequencing, and multiple media combinations on recall, advertisement attitude, brand attitude, and purchase intention are discussed.

Repetition Hypotheses

Hypothesis 1: Increasing exposures to the advertising message will result in higher variance in:			
Recall	**Attitude toward the Ad**	**Attitude toward the Brand**	**Purchase Intention**
Across the various different media combinations.			

This hypothesis is suggested because it has been shown that the more times a person is exposed to an idea, the more likely they are of forming a favourable opinion of that idea (Belch, 1981). Also suggested is that advertising has to wear–in before it is effective (Blair, 2003; Pechmann & Stewart, 1990). Further support is provided by the notion that encoding over various media enhances the likelihood that the information will be recalled accurately as a stronger information network is developed (Edell & Keller, 1999; McCullough & Ostrom, 1974). Additionally, by utilising several media sources, it may influence the affect component of attitude formation (Tavassoli, 1998) as multiple media sources are suggested to be a cue for quality. This therefore leads to a higher

Attitude toward the Brand (Petty & Cacioppo, 1981). As the number of exposures is low it is not expected that wear–out will be a significant factor (Berlyne, 1970). It is expected that increased exposure will influence recall, attitude toward the advertisement, attitude toward the brand, and purchase intention. For further research into repetition, see Table 2.

Sequence Hypotheses

Hypothesis 2: The sequence of media tools utilised will influence:			
Recall	**Attitude toward the Ad**	**Attitude toward the Brand**	**Purchase Intention**
When the number of exposures to the advertising message is constant			

This hypothesis is suggested as past research has indicated that the sequence of exposure influences the processing and attitude formation of advertisements. In previous literature it has been suggested that there is a priming effect present in advertising sequences (Brooker, 1981). Adaptation Level Theory (Helson, 1964) suggests that the first advertisement provides a reference point for the individual. Additionally, the Information Integration Theory (Anderson, 1971) illustrates attitude formation with particular note to the sequence of stimuli used. The Integrated Information Response model suggests that an individual's belief strength can be influenced by initial exposure to credible message sources (Smith &

Swinyard, 1982). Janiszewski et al., (2003) suggests that most effective exposure strategy may involve a combination of media that are involving and less involving. Additionally, it is proposed that when exposed to a stimulus an individual is reminded of prior events which influences cognitive processing (Braun & Rubin, 1998). While there are no specific claims made about the sequencing effects of television, radio, and print in particular, it can be suggested from this research that the sequence of media used may influence recall, attitude toward the advertisement, attitude toward the brand, and purchase intention. Therefore, this hypothesis is deliberately broad, assuming that an effect will become apparent but making no predictions of direction effects or optimal sequences.

Hypothesis 3: When exposure to television advertisement precedes exposure to radio advertising			
Recall	**Attitude toward the Ad**	**Attitude toward the Brand**	**Purchase Intention**
Will display higher variance than the reverse sequence when the number of exposures to the advertising message is constant			

This hypothesis suggests that television preceding radio will prove to be superior compared to the reverse sequence. This is suggested because the radio replay effect, in which individuals replay the video of a television advertisement mentally when hearing a corresponding radio advertisement, and thus increasing

cognition (Edell & Keller, 1989). The replay effect suggests that individuals conduct limited critical and evaluative processing when replaying the mental images of television advertisements (Edell & Keller, 1989). This effect is not present when radio precedes television.

Hypothesis 4: When exposure to television advertisement precedes exposure to print advertising			
Recall	**Attitude toward the Ad**	**Attitude toward the Brand**	**Purchase Intention**
Will display higher variance than the reverse sequence when the number of exposures to the advertising message is constant			

Similar to the previous hypothesis, it is expected that print advertising will also display replay effect and thus offer a superior sequence. However, it is suggest that this replay effect differs as mental imagery is not replayed by the individual. Visual cues from the print advertisement such as colour, logo, and slogan may remind the individual in what they have seen and heard. This effect is greater if the individual actively processes the advertisement (Dijkstra, et al., 2005). Support was found for this assertion by Edell and Keller (1999) who documented that multiple sources, specifically television and print, could elicit more total thoughts when utilising a print reinforcement sequence rather than a print teaser sequence. Furthermore, it is proposed that television is the superior

initial media as it is multi–sensory (J. Jacoby, et al., 1983) allowing for superior initial processing of information.

Hypothesis 5: There will be no difference between radio and print advertising sequences in:			
Recall	**Attitude toward the Ad**	**Attitude toward the Brand**	**Purchase Intention**
When the number of exposures to the advertising message is constant			

This hypothesis asserts that there will be no difference in the impact of sequencing of radio and print advertising. This is suggested as a lack of strong initial stimulus providing a reference point as each stimulus is single–sensory, suggesting that neither media is superior in providing an initial reference point (Anderson, 1971; Helson, 1964). In addition, it is not suggested that there will be a replay effect present because of dichotomous sensory modes. Thus, there will be no discernable difference between the sequence of radio and print advertising.

Multiple Media Hypotheses

Hypothesis 6: There will be certain media tools that will perform better when paired with other media tools in:			
Recall	**Attitude toward the Ad**	**Attitude toward the Brand**	**Purchase Intention**
Due to the inherent qualities within the media tool when the number of exposures to the advertising message is constant			

This hypothesis is suggested as past research has indicated that the use of various media influences the processing and attitude formation of advertisements. For instance, Melton (1970) suggests that when an individual receives the same message from a variety of media the message will be encoded into his or her memory in a more complex fashion that if only one medium were used. This results in a stronger, clearer, and more accessible information network in the brain (Edell & Keller, 1999; Stammerjohan, et al., 2005; Tavassoli, 1998). This enhances the likelihood that the information will be recalled accurately. It has also been shown that individuals exposed to a multiple media campaign are more likely to pay attention to the advertised messages than if they were exposed to a repetitive single–source campaign (Chang & Thorson, 2004; Unnava & Burnkrant, 1991).

It has also been suggested that individuals are more likely to pay more attention to a multiple media campaign as it can break through

clutter and this multi-media exposure may make it seem both familiar and complex (Stammerjohan, et al., 2005). Attention to an advertisement is critical for its success (MacKenzie, 1986). It is suggested that attention will be greater for combinations that allow for synergy, such as a print news story and a radio advertisement (Stammerjohan, et al., 2005).

From this research, while there are no specific claims made about the synergy effect of television, radio, and print, it can be suggested that the combination of media used will affect recall, attitude toward the advertisement, attitude toward the brand, and purchase intention. Therefore this hypothesis is left broad, assuming that an effect will become apparent but making no predictions of direction effects or optimal sequences. For further multiple media research, see Table 5.

Hypothesis 7: When television advertising is paired with radio advertising they will display higher variance in:			
Recall	**Attitude toward the Ad**	**Attitude toward the Brand**	**Purchase Intention**
Than when radio advertising is paired with print advertising			

It is expected that television paired with radio will be superior to radio and print, as previous research suggests that television is

superior in evoking cognitive responses (Edell & Keller, 1989). This is because television is multi–sensory and requires more processing from the individual (Chang & Thorson, 2004); thus it is expected that any combination that features television will have greater effects than any combination that does not feature television advertising.

Hypothesis 8: When television advertising is paired with print advertising they will display higher variance in:			
Recall	**Attitude toward the Ad**	**Attitude toward the Brand**	**Purchase Intention**
Than when radio is paired with print advertising			

Similar to the previous hypothesis, it is expected that the television and radio combination will perform better than radio and print as television is suggested to be a superior medium. Therefore, any combination that features television will outperform any combination without television.

Hypothesis 9: When television advertising is paired with radio advertising they will display higher variance in:			
Recall	**Attitude toward the Ad**	**Attitude toward the Brand**	**Purchase Intention**
Than when television is paired with print advertising			

It is expected that the combination of television and radio will outperform the combination of television and print. Radio is hypothesised to be superior to print as information is externally controlled. This suggests that in cases of low–involvement, processing may still occur, and thus allow for cognition (Krugman, 1965). This is contrasted against print media where information exposure speed is controlled by the individual and therefore provides an enhanced opportunity to process information (J. Jacoby, et al., 1983). However, this is dependent on the individual's motivation to process the information. As print is moderated on the involvement of individuals, those not motivated to consume the advertisement provide a limited opportunity to be influenced (Buchholz & Smith, 1991). It is expected that if the product category advertised is low–involvement in nature, and the impact of the enhanced opportunity to process information through print advertising will be minimal.

Conclusion

The first aim of this section was to introduce the conceptual framework; this was completed by first introducing the work of Lutz (1985) and illustrating its relevance to this study. Following this, hypotheses were formulated through synthesising literature reviewed in the previous section. Specific predictions were made on the effects of advertising repetition, the exposure sequence of multiple media, and the effectiveness of specific media combinations on the reported levels of: recall; attitude toward the advertisement and brand; and purchase intentions. The following section details the method used to test the presented hypotheses.

Methodology

This section outlines the research method used to test the hypotheses presented in the previous section. This section will cover the context of the research, outlining the experimental design, the stimulus material and measurement scales used, and the pre–test procedures and recruitment of participants for the main study.

Research Context

The focus of the study is the interaction of multiple advertising media and their effects on consumer attitude formation and subsequent behaviours. This is important because as advertising outlets available to the advertiser increase, the possible tactics employed to reach strategic goals increase in complexity. Rather than relying on a single medium for communication, practitioners can now choose from a variety of media options. These choices will entail specific considerations regarding possible superior combinations of media, the optimal sequencing of media exposure, and the effects of repetition across various media.

Three traditional media serve as a research context for exploring these possibilities: television, radio, and print advertising. These media are well established and are an excellent preliminary point for

this exploratory study. Using an experimental design, these three media allow for an initial study into the effects of using multiple advertising media.

Experimental Design

To test the hypothesis, an experiment was designed to simulate the different media viewing situations. This experiment utilised between–subjects factorial design. There were three general phases to the experiment: a television–viewing phase, a radio–listening phase, and a magazine–reading phase. The order of these phases and the appearance of a test advertisement varied. In total there were 22 different conditions including one control condition where the test advertisement did not appear. The conditions of the experiment are displayed in Table 5.

Sequence of Media Exposure and Appearance of Test Advertisement							
	Sequence and Test Ad Appearance				Sequence and Test Ad Appearance		
Condition	**T.V.**	**Radio**	**Magazine**		**T.V.**	**Magazine**	**Radio**
1	YES	YES	YES	13	YES	YES	YES
2	YES	YES	NO	14	YES	YES	NO
3	YES	NO	YES	15	YES	NO	YES
4	YES	NO	NO				
	Magazine	**T.V.**	**Radio**		**Magazine**	**Radio**	**T.V.**
5	YES	YES	YES	17	YES	YES	YES
6	YES	YES	NO	18	YES	YES	NO
7	YES	NO	YES	19	YES	NO	YES
8	YES	NO	NO				
	Radio	**T.V.**	**Magazine**		**Radio**	**Magazine**	**T.V.**
9	YES	YES	YES	16	YES	YES	YES
10	YES	YES	NO	20	YES	YES	NO
11	YES	NO	YES	21	YES	NO	YES
12	YES	NO	NO	22	NO	NO	NO

Table 5: Sequence of Media Exposure and Appearance of Test Advertisement

This experimental design allowed the comparison of the effectiveness of an individual medium, the combination of two or more media, and the sequence of media exposure. The design of this experiment randomly assigned participants to a condition where they moved through the three phases. Some participants encountered the test advertisement in all three phases, some in two, while others only viewed the advertisement once or in the control condition not at all. Once the participant had completed all their phases they were administered the questionnaire. The data from this questionnaire was used to test the hypotheses.

Stimulus Material

The test advertisement utilised belonged to Castle Lager. Castle Lager is a South African beer brand. It was selected because while it is a strong brand in South Africa it is relatively unknown in Australasia and North America - the expected sample populations. In these markets, Castle Lager is only available through speciality South African stores if at all. Additionally, as the sample would be largely comprised of university level students, alcohol would be an appropriate product category to ensure interest in the test advertisements. The Castle Lager branding is generic, allowing it to be used for study without requiring major changes.

The television test advertisement was sourced from the Castle Lager website, http://www.CastleLager.co.za. An actual advertisement was chosen to ensure realistic quality of stimulus. The television commercial was entitled “Sacrifice”. The advertisement began with a sweeping shot of a barley field while a voice-over announces, “I am the finest barley ever born but greater than my life is my sacrifice”. The barley is then cut. This portrays the sacrifice of the barley for Castle Lager. A close up of the barley being mixed with fresh water followed, with the voice over proclaiming “a commitment we all share to create a beer beyond compare”. Four men were then shown drinking and admiring the

finished product. The brand logo is then shown with the tagline “The Taste that Stood the Test of Time’. The tagline implies that the taste of the beer is superior. The total running time for the advertisement was 30 seconds. The semiotic symbols used in the television advertisement were generic enough for the purposes of this research. In particular, the beer using superior natural ingredients, creating the impression of a desirable product, and showing the four men enjoying the beer demonstrates that the beer is for drinking with friends were all common elements of beer advertising.

The radio advertisement was comprised of the audio of the television advertisement. This was suitable as the key points of the advertisement message were communicated without the visual cues of the test advertisement. The print advertisement was constructed, as a suitable Castle Lager advertisement could not be located. The advertisement displayed the Castle Lager bottle in the centre, surrounded by colourful images congruent with Castle Lager branding. The logo was in the lower right corner and the tagline “The Taste that Stood the Test of Time” was placed above and below the bottle. Samples from the television and print advertisements are provided in the Appendix.

Procedure

Recruitment of Participants

An online distribution method was used for the main study. This was considered appropriate as the research was experimental in nature and thus there were no specific sample group the survey was open to everyone. The online survey was used as it allowed for efficient distribution and an effective method to reach the required sample size. An incentive of the chance to win an iPod Nano was offered to stimulate interest in the survey. A sample size of 1500 was targeted for the main study to ensure that there was enough statistical power to perform the analyses required.

Participant recruitment occurred through an email announcement initially sent to undergraduate students at the University of Canterbury. Additional announcements were sent to social networking sites such as Facebook and Twitter, as well as popular online discussion forums such as http://forums.somethingawful.com and http://www.gpgames.co.nz. These forums were selected as they have large user bases. In all, 1848 completed questionnaires were returned during the period the survey was live, approximately three weeks, which exceeded the target sample size. The survey closed when incoming responses stopped. Non–response and attrition rates cannot be calculated, as it cannot be determined how

many unique hits the first page of the survey or appeals received. The cost of reducing non–response bias is high (Dillman, Eltinge, Groves, & Little, 2002). The response rate cannot be calculated; although from the literature it is suggested that response rates for online surveys generally range between 24% and 76% (Sue & Ritter, 2007).

Online sampling allows many respondents to be collected inexpensively in a short period (Cavana, Delahaye, & Sekaran, 2001; Sue & Ritter, 2007). A limitation of this sampling method is that it is not possible to measure the representativeness of the sample (Cavana, et al., 2001; Hair, Bush, & Ortinau, 2002; Weisberg, Krosnick, & Bowen, 1996). This method also suffers from a self–selection bias, as those who participated in the research volunteered to do so. The underlying problem is that those who volunteered to complete the questionnaire may not be typical (Rossi, Wright, & Anderson, 1983). Because of this sampling error, estimates cannot be accurately determined. The sample size was made up of 1848 respondents and this was well above what was recommended to ensure accuracy at the .05 level (Bratcher, Moran, & Zimmer, 1970). Additionally, sample sizes for past studies regardless of topic, be it financial, medical, attitudinal, or other behavioural aspects, often have samples of 1000 or more when a

limited number of subgroups are analysed, as in this study (Rossi, et al., 1983; Sudman & Bradburn, 1974). Further, this research was exploratory in nature and as its intent was to gather a large sample while using an experimental design, it was appropriate to conduct the research using an online setting. This method was suggested as an appropriate way to collect data from the general population (Sue & Ritter, 2007).

As noted previously, a limitation of using online questionnaires is a possible response bias to people with access to the internet as these people tend to be of higher income level and education (Vehovar, Batagelj, Manfreda, & Zaletel, 2002). An advantage of online surveying is that missing variables are absent as all questions require a response. Another advantage to posting the questionnaire online is that it ensures that respondents were proactive and therefore more likely to complete the questionnaire accurately. Using an online survey was also beneficial because it allowed for a wide international distribution of respondents. Confidentiality and anonymity were also assured and this helped to maximise total responses (Weisberg, et al., 1996).

Experiment

As justified above the experiment was hosted online as the technology was available to simulate the media conditions and guide the participant through the experiment to the questionnaire with adequate automation. The procedure was as follows. First, participants entered into the experiment by clicking on a link as part of an invitation to take part in the study. The first web page participants viewed was an introductory page that thanked them for taking part and informed them that the research was confidential and for academic purposes only. The approximate total survey time per person was between 10 and 15 minutes. It was explained that the computer requirements needed to take part in the experiment were an Adobe Flash enabled computer to watch online videos and a high–speed internet connection. Additionally, on the introduction page there was a link that gave them the option of viewing the consent form (consistent with the guidelines of the *University of Canterbury Human Ethics Committee*).

The second page of the website explained to participants the purpose of the study, “In order to determine how individuals process and interact with media we are interested in collecting your reflections and opinions to various media.” This was deliberately left vague as not to inform the participants that the true purpose of the

study was about their opinion of advertisements. The cover story was used as to not bias the results. Participants were told that they were to experience three different phases before being asked to offer their opinions on what they have just seen and heard through an online questionnaire. At this stage, the participants' browsers' toolbars were disabled to ensure that participants could not navigate around the experiment, ensuring that it was administered identically to each participant. It was explained to the participants that the experiment was fully automated and that when one phase of the experiment was completed they would be automatically forwarded onto the next. It was also noted that the website the participants were visiting was experimental and that some features encountered were not at a professional or realistic level. They were asked to not let this influence their opinion about the experiment as the researchers were interested in their reaction to the media presented. Lastly, participants found a "click to begin" link that, once clicked, randomly assigned them to one of the 22 conditions where they would view the three different media before answering a questionnaire.

The television phase of the experiment was five minutes long and began with approximately one minute of news stories about the 2010 Winter Olympics. This was directly recorded from the sports

segment of a local New Zealand evening news broadcast: Television One's Six O'clock News. After the sports segment there was a commercial break. In order of appearance, there were advertisements for an upcoming drama, a brand of dog food, and a new brand of juice. The test advertisement was then shown. Afterwards a shampoo advertisement and an advertisement for an upcoming cooking show concluded the advertisement break before the news returned with the daily weather segment. The television phase was directly recorded off broadcast television and unaltered except for the inclusion of the test advertisement if the condition called for it. This was to ensure realism of the experiment. The news and advertisement break was selected as it was assumed that all participants would be familiar with the format. To increase realism, each media phase was also tied to a realistic setting where participants were likely to encounter the media. The television phase was an image of a living room complete with a couch, coffee table, and a large television in the centre of the screen that played the television segment. In this phase, participants were instructed that they were in an online living room and to please sit back, relax, and watch television. They were told they were to watch television for a few minutes before being automatically forwarded on to the next phase. An image of the television phase is provided in Figure 5.

Figure 5: Television Phase

The radio phase of the experiment was five minutes long and followed a similar format to the television phase. It began with approximately one minute of radio news about results from the 2010 Winter Olympics before a commercial break. The advertisements used in order were a department store with various finance options, a discount mattress warehouse, the test advertisement was then heard, a bicycle store advertisement, and finally an advertisement for high definition televisions. After the commercial break, an advertisement reminding the listener of what station they were listening to was heard before the introduction of a song. At this point, the radio phase ended. The news and advertisements were directly recorded from Radio Hauraki, a popular radio station with the age group of the expected participants. This was selected for realism and so that participants would be familiar with the format.

The radio phase also provided a realistic setting where participants were likely to encounter the media: while driving a car. In this phase, participants were instructed that they were in an online driving simulator, told to keep their eyes on the road, and that they would be automatically forwarded after a few minutes. The radio phase was an image of the inside of a car complete with dashboard, steering wheel, and mirrors. The windscreen was replaced with a video that played a pre-recorded video clip of a car navigating traffic while the radio segment was heard through the car radio. An image of the radio phase is shown in Figure 6. Additionally, the image and video clip were modified to match the side of the road on which the participant's country drove.

Figure 6: Radio Phase

The print phase utilised flash programming allowing an online magazine to be created. This magazine allowed participants to turn the page dynamically with their mouse, zoom in and out, and

navigate the magazine with their computer keyboard and mouse. When a page was turned, the action mimicked the page turning of a physical magazine while a realistic page turning sound was played. Participants were instructed that they were to “browse the magazine for a few minutes” before being automatically forwarded onto the next phase. Images of the magazine phase are shown in Figure 7. The first image demonstrates the page turning effect, while the second is static.

Figure 7: Print Phase

The print phase of the experiment was comprised of a direct copy of the first 40 pages of an issue of Spin Magazine (http://www.spin.com/). This music and lifestyle magazine was determined appropriate for the expected sample. The first two pages contained an advertisement for a popular video game. The test advertisement was shown on page four, preceding advertisements for mobile phones and fashion labels. The test

advertisement was full page: the standard advertisement format in the magazine. In the condition with the test advertisement removed, page four contained a full–page advertisement for Jameson's Whiskey. After the initial advertisement, the contents page of the magazine was shown with a letters to the editor section, then reviews of popular concerts and albums. A section on new fashion and articles on up and coming bands was included, with advertisements scattered throughout the magazine. The typical advertisements of the magazine were music related products, fashion labels, and energy drinks. Again, these were selected for realism and so that participants would be familiar with the format.

After completing the three phases, participants were taken to an online questionnaire where they answered questions about the media they had just encountered as well as their demographic information. On the final page of the survey, participants were thanked again for participating and were given the option of entering their email to enter into the draw to win an iPod Nano. Furthermore, they had the opportunity to enter in additional comments they had about the survey.

As noted previously, the data collection technique used was an online questionnaire. The questionnaire utilised Likert scales. The

advantage of this scale format was that it is a familiar format for most respondents and therefore easy to complete. They are also efficient and permit easy comparisons among answers within the scale. However, respondents are more inclined to agree than disagree with a statement. This may result in bias (Suskie, 1996). Likert scales are also recommended to measure attitudes or opinions (Sue & Ritter, 2007).

The questionnaire was pre–tested by a group of commerce students (N = 50) to reduce ambiguous wording bias in questions, double-barrelled questioning, and other questionnaire design faults, including poor flow and consistency bias (Fink, 2003; Rossi, et al., 1983; Sue & Ritter, 2007). Validity was evaluated initially by using face validity then with construct validity, as a large proportion of the survey scales were previously validated scales and theoretically sound. This was determined as satisfactory for the research task (Cavana, et al., 2001; Rossi, et al., 1983; Sue & Ritter, 2007; Weisberg, et al., 1996).

Measures

The questionnaire contained general demographic questions (such as age, gender, income, education, level of internet use, and geographic location), general attitude toward advertising, and

general attitudes toward the product category. Other question topics included, attitude toward the advertisement, attitude toward the brand, and purchase intention scales that had all been previously used and validated. All scale items utilised a seven–point Likert scale with scale poles of strongly disagree (1) and strongly agree (7).

Dependent Variables

Recall

Recall was operationalised through eight unaided and aided recall questions, mimicking research conducted by Numberger and Schwaiger (2003). Unaided recall preceded aided recall questions. First, participants were asked if they could recall seeing a brand of beer advertised. If they could recall a brand of beer, they were asked to enter the name of the beer in a textbox in the survey. Their responses were then coded numerically, with five points awarded for answering correctly, three for a close attempt (for example, answering “Newcastle Lager” rather than “Castle Lager”), and one point for an incorrect answer. Participants were then asked if they could recall the slogan used to advertise the beer brand, and if they could, to enter their answer in a textbox. This was coded on the same dimensions as above.

Aided recall followed; respondents were asked if they could remember seeing or hearing Castle Lager being advertised. Participants could respond either yes or no. This was then coded awarding five points for responding yes and one point for responding no. Finally, participants were asked to identify the slogan used to advertise Castle Lager out of six possible alternatives. Five points were awarded for correctly selecting “The Taste that Stood the Test of Time” and one point for an incorrect answer. These recall variables were then summed to create an overall recall scale similar to Sundar et al., (1998). Two other aided recall questions appeared in the survey. The first asked if they recalled a L’Oreal Shampoo advertisement and the second an advertisement for Apple Computers. L’Oreal did appear in the experiment within the television phase, whereas Apple Computers did not. The inclusion of these two questions allowed for further testing on the recall construct.

Attitude toward the Advertisement

Attitude toward the advertisement was measured through Beltramini and Evans’ (1985) fifteen item seven–point Attitude toward the Ad scale. The original study reported a Cronbach’s coefficient alpha of .949. This scale allowed for measurement of the respondent’s attitude toward an advertisement, specifically, their opinion of the

believability of the advertising stimulus. In addition to the original fifteen–item scale, an item was included that asked participants their overall reaction to the Castle Lager advertisement from Unfavourable to Favourable. The main study reported a Cronbach's alpha of .881, thus sufficient for further analysis.

"Of the following statements please indicate your opinion the Castle Lager advertisement…"
Attitude toward the Advertisement Scale
Conclusive
Authentic
Appealing
Eye–catching
Convincing
Trustworthy
Believable
Unattractive (r)
Questionable (r)
Likely
Not Credible (r)
Reasonable
Informative
Honest
Confusing (r)
Favourable

Attitude toward the Brand

Attitude toward the Brand was operationalised through a fourteen–item Likert scale originally used by Numberger and Schwaiger (2003). While the original scale did not report a Cronbach's alpha, it did use commonly accepted attitude toward the brand semantics. Additionally, Numberger and Schwaiger (2003) conducted a similar study where recall, attitude toward the brand, and purchase intention were measured against a cross–media combination of

print and internet advertising. The reported Cronbach's alpha in the present research was .816.

"Of the following statements please indicate your opinion the Castle Lager Brand…"
Attitude toward the Brand Scale
Rough (r)
Lively
Ugly (r)
Impressive
Comfortable
Convincing
Tasteful
Colourful
Attractive
Boring (r)
Ordinary (r)
Fascinating
Dishonest (r)
Fresh

Purchase Intention

Purchase intention was measured by a three–item scale purchase intention scale (Kilbourne, 1986) adapted from a scale originally developed by Baker and Churchill (1977). This scale is used to measure the inclination of an individual to purchase a specific good or to use a service. Kilbourne (1986) reported a Cronbach's alpha of .73, although in further studies Cronbach's alphas of .91 and .81 have been reported by Kilbourne, Painton, and Riley (1985), and Stafford (1998) respectively. A Cronbach's alpha of .847 was found for the present study.

"For the following statements please indicate what best describes your opinion…"
Purchase Intention Scale
I would like to try Castle Lager
I would buy Castle Lager if I happened to see it in store
I would seek out Castle Lager for purchase

Covariates

Attitude toward Advertising

The first of the scales was the seven–item scale used to measure consumer attitudes about advertising in general developed by Gaski and Etzel (1986). In support of the scale's reliability, Gaski and Etzel (1986) reported an alpha of .761. The scale was also used by Baumgartner and Steenkamp (2001) who reported an alpha of .74 for a shortened five item version. Used here, the scale was reliable with a Cronbach's alpha of .745. A Cronbach's alpha of at least .80 is considered ideal (Bryman & Cramer, 1990). Conversely, as this study is an initial investigation it could also be argued that a Cronbach's alpha of at least .60 is acceptable (De Vaus, 2002; Nunnally, Bernstein, & Berge, 1967).

Attitude scales **"Of the following statements please indicate your true opinion…"**
Attitude Toward Advertising Scale
Most advertising provides consumers with essential information (r)
Most advertising is very annoying
Most advertising makes false claims
If most advertising was eliminated consumers would be better off
I enjoy most ads (r)
Advertising should be more closely regulated
Most advertising is intended to deceive rather than to inform consumers

Personal Involvement Scale

The second general advertising scale used was an abridged version of the Personal Involvement Inventory scale (PII) originally created

by Zaichkowsky (1985) and shortened by Zaichkowsky (1994). This scale was used as it allowed customisation to measure involvement with the product category. In this research, it was used to operationalise involvement with drinking beer. Additionally, this scale measured enduring involvement rather than situational involvement. The original twenty–item scale reported Cronbach's alphas of between .95 and .97 (Zaichkowsky, 1985). The abridged ten–item scale reported alphas between .91 –.95 (Zaichkowsky, 1994) and .92 (Stafford, 1998). Following this trend of high Cronbach's alphas, the scale was also found to be reliable with a Cronbach's alpha of .931.

"Of the following statements please indicate your opinion of beer…"
Involvement with Product Category Scale
Not Needed (r)
Worthless (r)
Involving
Exciting
Unimportant (r)
Relevant
Means a lot to me
Fascinating
Interesting
Appealing

Demographics

The following demographic variables were also recorded for each participant: Age, Gender, Education Level, Relative Household Income, Geographical Location, and Internet Use.

Pre–test

Before the experiment was administered, it was pre–tested by approximately 50 postgraduate commerce students who were asked to complete the experiment and questionnaire and then fill out an additional questionnaire about the technical aspects of the experiment. Feedback from these pre–tests allowed for technical glitches to be corrected and ensured that the experiment was operating as intended. Feedback also ensured that testing measures were appropriate and confirmed proportions of respondents were randomly selecting into the different conditions. The performance of the online experiment's technical features, such as ensuring that stimuli displayed correctly on various computer systems, loading times were suitable, and that participants' progress was not inhibited. Feedback was collected to ensure that the experimental procedure was understandable and that the instructions were clear and concise.

Initial descriptive statistics of the pre–test are provided in Table 6. Mean scores were calculated by summing the individual scale item scores then dividing by the number of items per scale. Reliability was calculated using Cronbach's alpha and was deemed acceptable for all measurement scales. Factor analysis and the

deletion of scale items, if necessary, would be conducted on the main study.

Pre–Test Statistics						
	N	**Mean**	**Std. Deviation**	**Skewness**	**Kurtosis**	**Cronbach's alpha**
Recall	52	1.5385	.58542	1.277	.314	0.799
Attitude toward the Ad	52	4.1803	.57956	–.467	2.127	0.875
Attitude toward the Brand	51	4.2199	.65385	.222	.377	0.802
Purchase Intention	51	3.1569	1.32221	.176	–.191	0.760
Attitude toward Advertising	52	4.6071	.87373	.122	.576	0.671
Attitude toward Product Category	51	3.8039	1.09708	–1.007	.855	0.898

Table 6: Pre–Test Statistics

Conclusion

The required technical modifications needed were made to ensure that the experiment would run as planned. All necessary wording and formatting changes to ensure a clear and concise survey were completed. As a result, the experiment was launched and data collection began on the ninth of March, 2010, and continued for approximately three weeks. However, prior to this, confirmation was sought to ensure that the research met ethical standards. The research was non–invasive and contained a questionnaire that ensured anonymity and confidentiality and it was stated that participation in the research was voluntary. The following section discusses analysis of the data collected.

Results

This section presents and provides analysis of data collected during the research experiment. A summary of the sample size and its composition follows a data examination that includes scale reliabilities, normality, and factor analysis. The research hypotheses are then tested. The section is concludes with a review of hypotheses and a summary of the findings.

Sample Size and Composition

A total of 1882 surveys were returned using the online interface, which was online for approximately three weeks. Before the analysis, the data was examined for missing values, univariate and multivariate outliers, linearity, and homoscedasticity. Using SPSS, analysis inferences were made about the effort a participant invested when completing the survey. Those who were deemed to have obviously not taken it seriously were deleted. Deletion criteria included total time taken to complete the survey. For example, if the total time taken to complete the survey was less than two minutes they were deleted. Additionally if “straight clicking” was present, i.e. all responses from the questionnaire were strongly agree or disagree, even for items that had been reversed or were contradictory, participants were deleted. Care was expected of

participants: if it was obvious that care was not taken, their data was removed. In total, there were 34 cases that had missing values therefore a mean replacement procedure was implemented as suggested by (Hair, Anderson, Tatham, & Black, 1998). Using these methods provided 1848 usable responses.

About three–quarters of the sample were male and over 80% were aged 25 and under. Because of the young mean age of the sample, it was expected that a large proportion would be engaged in study– this was confirmed, as 76.8% were involved in or had recently completed university level study. Relative Household Income was also low with only 12.6% reported belonging to the upper-third income bracket. North America contributed the majority of the sample with 65.1%. This was expected, as the online forums used were heavily populated by North Americans. Of the sample, heavy internet use was the norm: additionally, when asked about their computer and internet skills, 85.4% of the sample identified themselves as being very comfortable in the online environment. The numerical results of the demographics of the sample are displayed in Table 7.

General Demographics			
		Frequency	**Percent**
Gender	Male	1371	74.2
	Female	477	25.8
Age Group	Under 18	83	4.5
	18 –21	630	34.1
	22 –25	642	34.7
	26 –30	338	18.3
	31 –40	135	7.3
	51 –60	10	0.5
	61 or over	8	0.4
Region	New Zealand	231	12.5
	Australia	128	6.9
	United States	1019	55.1
	United Kingdom	117	6.3
	Canada	184	10
	Central America	4	0.2
	South America	4	0.2
	Europe	131	7.1
	Asia	27	1.5
	Middle East	1	0.1
	Africa	2	0.1
Household Income	Lower third of population	508	27.5
	Middle third of population	907	49.1
	Higher third of population	233	12.6
	prefer not to answer	71	3.8
	not sure	129	7
Education Level	Some high school	70	3.8
	High school	311	16.8
	Trade or vocational training	48	2.6
	Some college or university	807	43.7
	College or university	531	28.7
	Post graduate degree	81	4.4
Hours spent online per week	Less than an hour	3	0.2
	1– 10 hours	186	10.1
	11– 25	790	42.7
	25+	869	47
Internet Skills	Need improvement	8	0.4
	Comfortable	261	14.1
	Very Comfortable	1579	85.4

Table 7: Sample Profile

Scale Reliability and Factor Structure

Data Examination

Following the suggestions of Tabachnick, Fidell, and Osterlind (2001) there are four reasons for a univariate outlier. The first reason is incorrect data entry. This was not the case in this

experiment because the questionnaire recorded participant's responses automatically and there was no secondary data to be collected. The second is a failure to specify missing value codes in SPSS so that missing values are read as "real" data; this was not the case as "Don't Know" answers were coded as such and a mean replacement procedure was used. The third reason is that the outlier is not a member of the sampled population. As this was an open online sample, all participants were part of the sample population. The last situation is where the distribution for a variable in the population has more extreme values than a normal distribution: no such cases were detected.

The normality of variables was assessed through statistical and graphical methods. For all variables, skewness and kurtosis measures had values between –2 and +2 with the majority being between –1 and +1. Linearity and homoscedasticity were also examined. Before starting the analysis, linearity, and homoscedasticity were diagnosed by examining the scatter plots for all continuous variables. After the data was cleaned, there were 1848 usable cases. As no outlier cases were discovered and all scales displayed a normal distribution with acceptable skewness and kurtosis, no transformations were necessary. A summary of the usable data is provided in Table 8.

Initial Scale Averages							
	Scale Items	**Scale Points**	**Mean**	**Std. Deviation**	**Skewness**	**Kurtosis**	**Cronbach's alpha**
Attitude toward Advertising	7	7	4.6627	.93433	.043	–.097	.745
Attitude toward Product Category	10	7	4.1777	1.32054	–.328	–.080	.931
Recall	6	5	2.6469	1.21929	.208	–.978	.803
Attitude toward the Ad	16	7	4.0965	.69849	–.253	1.627	.881
Attitude toward the Brand	14	7	4.1009	.63066	–.301	2.283	.816
Purchase Intention	3	7	3.3955	1.46469	–.099	–.670	.847

Table 8: Initial Scale Averages

Factor Analysis

Factor analysis was conducted on the dependent variable measurement scales: Attitude toward the Ad and Attitude toward the Brand. This was performed to determine the existence of any underlying dimensions in the scales. The method and results of this factor analysis is provided

- *Attitude toward the Ad*

KMO and Bartlett's tests were first conducted to indicate the suitability of the data for factor analysis. The Kaiser–Meyer Measure (KMO) of Sampling Adequacy indicates the proportion of variance in the variables. A high value close to 1.0 indicates that the data is appropriate for factor analysis (Coakes & Steed, 2000, p. 159). In this survey, the KMO measure of sampling adequacy had a value of .922. This indicated the data was suitable for factor analysis. Bartlett's test of sphericity shows the correlation among the variables. If the significant value is less than .05, then there is a

significant relationship amongst the variables. In this case, the Bartlett's test of sphericity showed a significant value below .05. There was a significant relationship among the variables. Thus, the data was suitable for factor analysis.

Attitude toward the Ad KMO and Barlett's Test		
Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		.922
Bartlett's Test of Sphericity	Approx. Chi–Square	11621.117
	df	120
	Sig.	.000

Table 9: Attitude toward the Ad KMO and Barlett's Test

Factor analysis, using varimax rotation, was conducted on the sixteen–item Attitude toward the Ad scale to test for the underlying dimensions of the scale. Factor analysis is a data reduction technique used to reduce a large number of variables to a smaller set of underlying factors. Pure variables have loadings of .3 or greater on only one factor. Complex variables may have high loadings on more than one factor and they make interpretation of the output difficult (Coakes & Steed, 2000). Using principal component analysis, the items were grouped in three factors, as shown in Table 10.

Attitude toward the Ad Rotated Component Matrix			
	Component		
	1	2	3
Trustworthy	.743		
Honest	.734		
Believable	.727		
Informative	.706		
Authentic	.666		
Conclusive	.655		
Likely	.654		
Eye–Catching		.800	
Appealing		.795	
Attractive		.699	
Favourable		.691	
Unquestionable			.752
Clear			.699
Credible			.654

Table 10: Attitude toward the Ad Rotated Component Matrix

Two variables were eliminated from the analysis: convincing and reasonable, as they had high extraction variance among all factors. The eigenvalue for this extraction was reported as 59.085, indicating that 59.1% of the variance was explained by these three factors. The fourteen tested items were then grouped into three factors: Cognitive, Affective, and a third factor comprising: unquestionable, clear, and credible. As this factor had not been revealed before, it has been labled the Credibility factor.

Factors of Attitude toward the Ad			
	Cognitive	**Affective**	**Credibility**
The Castle Lager advertisement is…	Trustworthy		
The Castle Lager advertisement is…	Honest		
The Castle Lager advertisement is…	Believable		
The Castle Lager advertisement is…	Informative		
The Castle Lager advertisement is…	Conclusive		
The Castle Lager advertisement is…	Authentic		
The Castle Lager advertisement is…	Likely		
The Castle Lager advertisement is…		Eye–catching	
The Castle Lager advertisement is…		Appealing	
The Castle Lager advertisement is…		Favourable	
The Castle Lager advertisement is…		Attractive	
The Castle Lager advertisement is…			Unquestionable
The Castle Lager advertisement is…			Clear
The Castle Lager advertisement is…			Credible

Table 11: Factors of Attitude toward the Ad

- *Attitude toward the Brand*

Similar to Attitude toward the Ad, KMO and Bartlett's tests were conducted to indicate the suitability of the data for factor analysis. Attitude toward the Brand yielded a KMO measure of sampling adequacy of .887 and the Bartlett's test of sphericity showed a significant value below .05. This confirmed that the data was suitable for factor analysis.

Attitude toward the Brand KMO and Bartlett's Test		
Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		.887
Bartlett's Test of Sphericity	Approx. Chi–Square	10179.391
	df	91
	Sig.	.000

Table 12: Attitude toward the Brand KMO and Bartlett's Test

The fourteen–item Attitude toward the Brand scale was tested and grouped in three factors, as shown in Table 13.

Attitude toward the Brand Rotated Component Matrix			
	Component		
	One	Two	Three
Impressive	.794		
Fascinating	.768		
Lively	.727		
Fresh	.696		
Attractive	.663		
Exciting	.593	.524	
Colourful	.590		
Novel	–.581		.466
Convincing	.534		.482
Nice		.842	
Honest		.811	
Gentle			.717
Comfortable			.696
Tasteful		.419	.579

Table 13: Attitude toward the Brand Rotated Component Matrix

The eigenvalue for this extraction was reported as 60.829, indicating that 60.8% of the variance was explained by these three factors. However, when the items with high communalities were removed an eigenvalue of 65.900 was found. The revised extraction is shown in Table 14.

Attitude toward the Brand Rotated Component Matrix			
	Component		
	One	Two	Three
Lively	.792		
Impressive	.785		
Fascinating	.743		
Fresh	.730		
Attractive	.724		
Colourful	.657		
Nice		.844	
Honest		.841	
Gentle			.891
Comfortable			.697

Table 14: Attitude toward the Brand Rotated Component Matrix

The remaining items were then grouped into three factors, entitled brand attitude Factor One, Two, and Three. The items comprising each factor are provided in Table 15. These factor extractions were then used for the remained of the research.

Factors of Attitude toward the Brand			
	One	Two	Three
The Castle Lager Brand is…	Lively		
The Castle Lager Brand is…	Impressive		
The Castle Lager Brand is…	Fascinating		
The Castle Lager Brand is…	Fresh		
The Castle Lager Brand is…	Attractive		
The Castle Lager Brand is…	Colourful		
The Castle Lager Brand is…		Nice	
The Castle Lager Brand is…		Honest	
The Castle Lager Brand is…			Gentle
The Castle Lager Brand is…			Comfortable

Table 15: Factors of Attitude toward the Brand

An updated summary of the usable data, including scale factors, is provided in Table 16.

Scale Averages							
	Scale Items	**Scale Points**	**Mean**	**Std. Deviation**	**Skewness**	**Kurtosis**	**Cronbach's alpha**
Attitude toward Advertising	7	7	4.6627	.93433	.043	–.097	.745
Attitude toward Product Category	10	7	4.1777	1.32054	–.328	–.080	.931
Recall	8	5	2.6469	1.21929	.208	–.978	.803
Attitude toward the Ad	16	7	4.0965	.69849	–.253	1.627	.881
Attitude toward the Ad – Cognitive	7	7	3.8563	.77433	–.719	2.239	.846
Attitude toward the Ad – Affective	4	7	4.3173	1.01010	.056	.388	.795
Attitude toward the Ad – Credible	3	7	4.3648	.95918	.234	1.012	.649
Attitude toward the Brand	14	7	4.1009	.63066	–.301	2.283	.816
Attitude toward the Brand – Factor One	6	7	3.9441	.90090	–.166	1.712	.850
Attitude toward the Brand – Factor Two	2	7	4.5496	.98081	.159	1.155	.670
Attitude toward the Brand – Factor Three	2	7	4.0166	.86813	–.299	2.916	.566
Purchase Intention	3	7	3.3955	1.46469	–.099	–.670	.847

Table 16: Scale Averages

Initial Results

This section provides an overview of initial results gained from preliminarily analysis of data collected. The section is followed by testing of hypotheses formulated previously.

Single Media Effect

As a preliminary to further analysis, the effectiveness of each medium was analysed. A single advertisement exposure through television, radio, or print was compared against each other and against a control where no advertisement exposure took place. To test this, a Levene's Test of Variance was conducted to ensure that variance differed across conditions. Following this, an ANOVA was conducted at a 95% confidence level to test if the different medium influenced tested scale scores. The results are displayed in Table 17.

Single Media Homogeneity of Variances				
	Levene Statistic	df1	df2	Sig.
Recall	22.657	3	320	.000
Attitude toward the Ad	20.793	3	320	.000
Attitude toward the Ad – Cognitive	21.295	3	320	.000
Attitude toward the Ad – Affective	36.045	3	320	.000
Attitude toward the Ad – Credibility	22.840	3	320	.000
Attitude toward the Brand	7.668	3	320	.000
Attitude toward the Brand – Factor One	5.226	3	320	.002
Attitude toward the Brand – Factor Two	2.742	3	320	.043
Attitude toward the Brand – Factor Three	6.252	3	320	.000
Purchase Intention	5.115	3	320	.002
I would like to try Castle Lager	2.254	3	320	.082
I would buy Castle Lager if I saw it	3.841	3	320	.010
I would seek out Castle Lager for purchase	1.569	3	320	.197

Table 17: Single Media Homogeneity of Variances

The Levene's Test of Homogeneity of Variance was significant ($p < .05$) for all variables, excluding purchase intention factors. Therefore, varying the media in which participants were exposed to the advertisement influenced how they answered the questionnaire.

Single Media ANOVA							
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**	**Partial Eta Squared**
Recall	Between Groups	172.005	3	57.335	90.106	.000	.458
	Within Groups	203.619	320	.636			
	Total	375.624	323				
Attitude toward the Ad	Between Groups	2.555	3	.852	2.442	.064	.022
	Within Groups	111.589	320	.349			
	Total	114.144	323				
Attitude toward the Ad – Cognitive	Between Groups	.602	3	.201	.461	.710	.004
	Within Groups	139.187	320	.435			
	Total	139.789	323				
Attitude toward the Ad – Affective	Between Groups	17.004	3	5.668	9.652	.000	.083
	Within Groups	187.925	320	.587			
	Total	204.929	323				
Attitude toward the Ad – Credibility	Between Groups	11.731	3	3.910	9.091	.000	.079
	Within Groups	137.638	320	.430			
	Total	149.368	323				
Attitude toward the Brand	Between Groups	.643	3	.214	.621	.602	.006
	Within Groups	110.387	320	.345			
	Total	111.029	323				
Attitude toward the Brand – Factor One	Between Groups	3.195	3	1.065	1.517	.210	.014
	Within Groups	224.734	320	.702			
	Total	227.929	323				
Attitude toward the Brand – Factor Two	Between Groups	5.419	3	1.806	2.037	.109	.019
	Within Groups	283.695	320	.887			
	Total	289.114	323				
Attitude toward the Brand – Factor Three	Between Groups	1.940	3	.647	.941	.421	.009
	Within Groups	219.963	320	.687			
	Total	221.903	323				
Purchase Intention	Between Groups	6.459	3	2.153	1.082	.357	.010
	Within Groups	636.479	320	1.989			
	Total	642.939	323				
I would like to try Castle Lager	Between Groups	9.072	3	3.024	.985	.400	.009
	Within Groups	982.034	320	3.069			
	Total	991.106	323				
I would buy Castle Lager if I saw it	Between Groups	15.697	3	5.232	1.894	.130	.017
	Within Groups	883.962	320	2.762			
	Total	899.659	323				
I would seek out Castle Lager for purchase	Between Groups	4.623	3	1.541	.729	.535	.007
	Within Groups	676.103	320	2.113			
	Total	680.726	323				

Table 18: Single Media ANOVA

The ANOVA lead to a rejection of the null hypothesis for the recall and Attitude toward the Ad-Affective and -Credibility factors, as the significance values were ($p < .05$). It can be concluded that these scale items were significantly different across the different media

used. No other scale items were significantly different. After removing the no exposure condition, a significance of .000 was reported for all three variables. There was no change in significance for any other variable. Mean plots are provided in Figure 8.

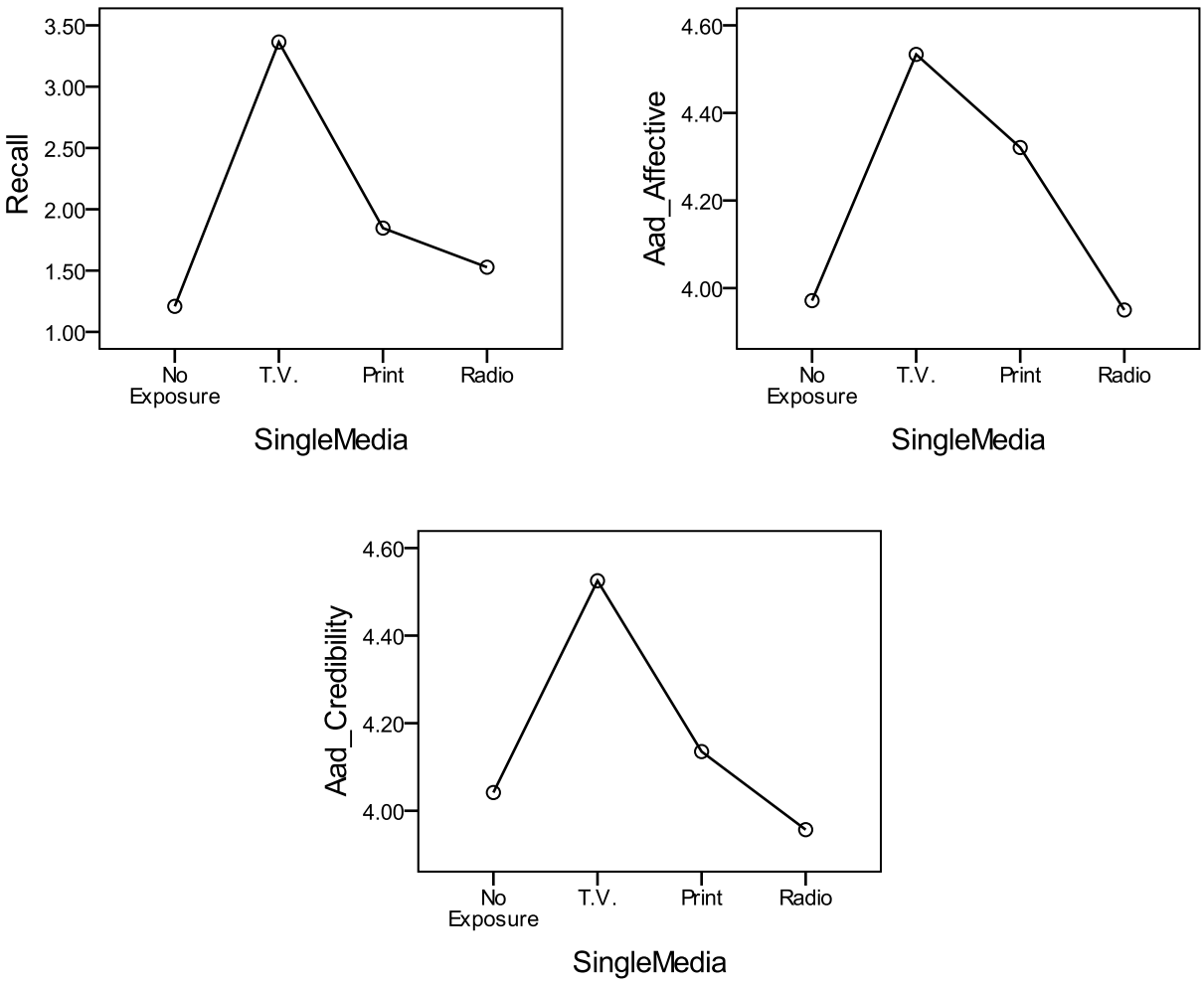


Figure 8: Single Media Mean Plots

Graphically, television was the most effective medium, reporting higher scores on recall, and Attitude toward the Ad Affective and Credibility factors. Radio was the second most effective medium in the illustrated constructs followed by magazine. As expected, the no exposure condition had the lowest recall, as the test advertisement was not present. Interestingly the no exposure condition reported a higher Credibility score than the radio exposure. This may indicate that the radio advertisement has a negative influence on the perceived credibility of the brand.

Multiple Media Effects

To gain an overview of the effectiveness of each medium, analysis was conducted that measured; single advertisement exposure through television, radio, or print; combinations of media where two exposures were apparent; and conditions with three exposures that took place across all mediums. A Levene's Test of Variance was used to ensure that each condition differed in variance i.e. how they responded to the tested scales questions. Following this, an ANOVA was conducted at a 95% confidence level to test the differences of each condition. The results are displayed in Table 19.

Multiple Media Homogeneity of Variances				
	Levene Statistic	**df1**	**df2**	**Sig.**
Recall	4.395	6	1745	.000
Attitude toward the Ad	16.659	6	1745	.000
Attitude toward the Ad – Cognitive	20.003	6	1745	.000
Attitude toward the Ad – Affective	20.707	6	1745	.000
Attitude toward the Ad – Credibility	19.910	6	1745	.000
Attitude toward the Brand	5.780	6	1745	.000
Attitude toward the Brand – Factor One	8.106	6	1745	.000
Attitude toward the Brand – Factor Two	1.846	6	1745	.087
Attitude toward the Brand – Factor Three	7.243	6	1745	.000
Purchase Intention	2.536	6	1745	.019
I would like to try Castle Lager	1.048	6	1745	.392
I would buy Castle Lager if I saw it	4.995	6	1745	.000
I would seek out Castle Lager for purchase	.389	6	1745	.886

Table 19: Multiple Media Homogeneity of Variances

The Levene's Test of Homogeneity of Variance was significant ($p < .05$) for all variables. Therefore, varying the media and total exposures of the test advertisement influenced the distribution of how respondents answered the questionnaire.

Multiple Media ANOVA							
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**	**Partial Eta Squared**
Recall	Between Groups	559.675	6	93.279	83.031	.000	.222
	Within Groups	1960.376	1745	1.123			
	Total	2520.051	1751				
Attitude toward the Ad	Between Groups	3.150	6	.525	1.039	.398	.004
	Within Groups	881.431	1745	.505			
	Total	884.581	1751				
Attitude toward the Ad – Cognitive	Between Groups	10.549	6	1.758	2.843	.009	.010
	Within Groups	1079.021	1745	.618			
	Total	1089.570	1751				
Attitude toward the Ad – Affective	Between Groups	20.036	6	3.339	3.189	.004	.011
	Within Groups	1827.123	1745	1.047			
	Total	1847.159	1751				
Attitude toward the Ad – Credibility	Between Groups	28.334	6	4.722	5.007	.000	.017
	Within Groups	1645.898	1745	.943			
	Total	1674.232	1751				
Attitude toward the Brand	Between Groups	2.189	6	.365	.891	.501	.003
	Within Groups	714.645	1745	.410			
	Total	716.833	1751				
Attitude toward the Brand – Factor One	Between Groups	11.638	6	1.940	2.349	.029	.008
	Within Groups	1440.935	1745	.826			
	Total	1452.574	1751				
Attitude toward the Brand – Factor Two	Between Groups	21.363	6	3.560	3.675	.001	.012
	Within Groups	1690.559	1745	.969			
	Total	1711.921	1751				
Attitude toward the Brand – Factor Three	Between Groups	6.225	6	1.037	1.340	.236	.005
	Within Groups	1351.304	1745	.774			
	Total	1357.528	1751				
Purchase Intention	Between Groups	20.293	6	3.382	1.572	.151	.005
	Within Groups	3754.858	1745	2.152			
	Total	3775.151	1751				
I would like to try Castle Lager	Between Groups	23.478	6	3.913	1.185	.311	.004
	Within Groups	5759.939	1745	3.301			
	Total	5783.417	1751				
I would buy Castle Lager if I saw it	Between Groups	33.035	6	5.506	1.852	.086	.006
	Within Groups	5187.676	1745	2.973			
	Total	5220.711	1751				
I would seek out Castle Lager for purchase	Between Groups	16.922	6	2.820	1.324	.243	.005
	Within Groups	3717.072	1745	2.130			
	Total	3733.993	1751				

Table 20: Multiple Media ANOVA

When conducting the ANOVA, recall; the Cognitive, Affective, and Credibility factors of Attitude toward the Ad; and Attitude toward the Brand – Factors One and Two were significant ($p < .05$). No other scale items were significantly different. Mean plots are provided Figure 9.

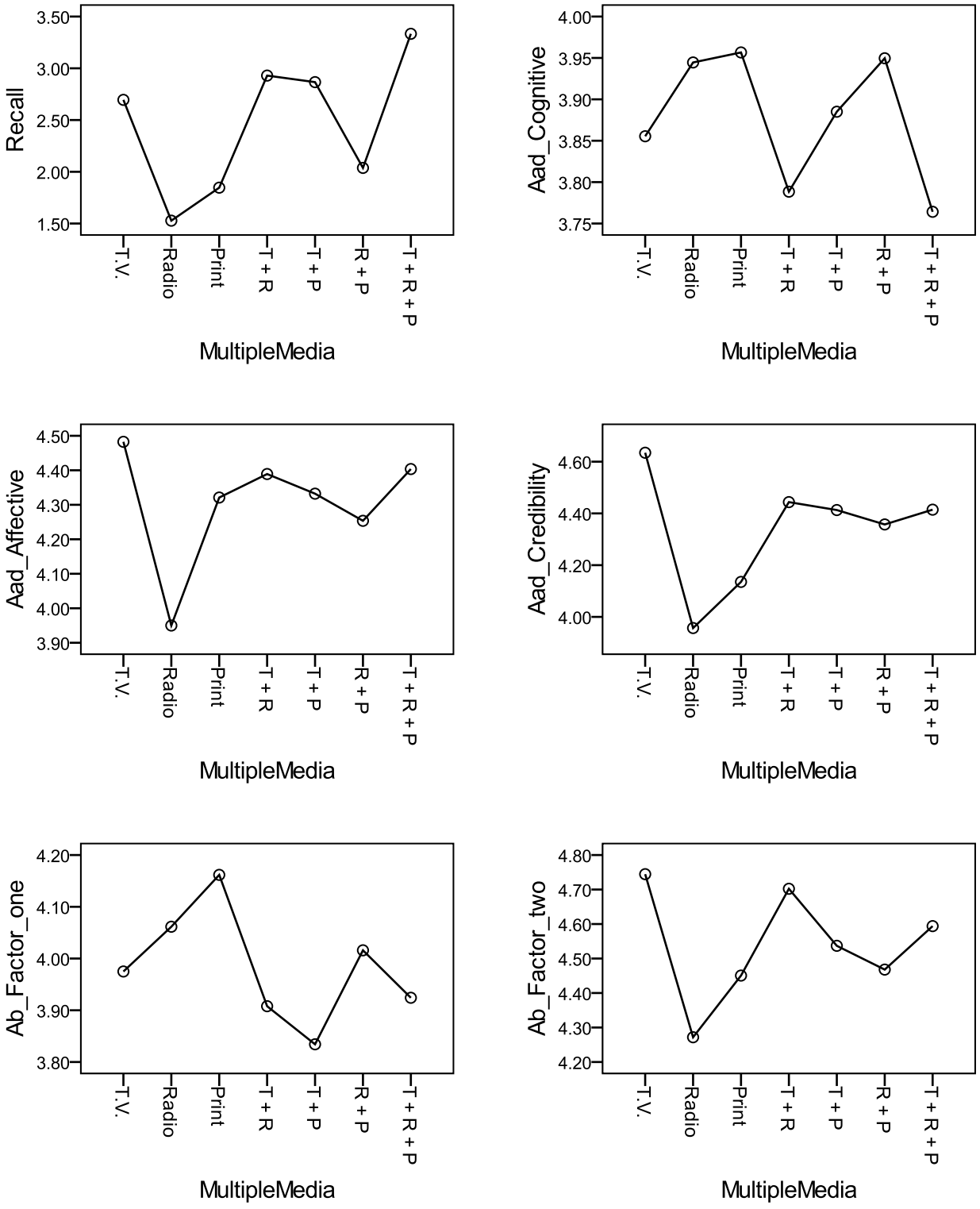


Figure 9: Multiple Media Mean Plots

Graphically, television is a strong tool for increasing recall; one exposure to the test advertisement on television produced a greater recall than two exposures across print and radio (R + P). When television is paired with another media, it produces higher recall than when it is alone. Three exposures across all media, as expected, produced the highest recall. When analysing the Attitude toward the Ad – Affective factor, radio alone was clearly lower than the other media and media combinations. When radio is paired with another medium its low performing effect is subdued, but only slightly, as a single print exposure produced a slightly greater Affective score than print paired with radio (R + P). Television alone produces the highest Affective score. A similar trend is reported in Attitude toward the Ad – Credibility. It is also apparent that television decreases the Cognitive Attitude toward the Ad, even when paired with other media.

Attitude toward the Brand – Factor One and Two were also influenced by different media used. Print on its own was a clear leader in inducing high Factor One scores, whereas television produces high Factor Two scores. The use of print in Factor Two appears to reduce total scores where as television reduces scores in Factor One. This was the first indication that certain media may

be best suited for different transformational goals. This will be further explored through hypothesis testing.

Attitude toward Advertising

The Attitude toward Advertising scale was tested to see if a participants' general attitudes toward advertising influenced how they responded to proposed questions. To test this, a Levene's Test of Variance was followed by an ANOVA conducted with a 95% confidence level. The results are displayed in Table 21.

Attitude toward Advertising Homogeneity of Variances				
	Levene Statistic	**df1**	**df2**	**Sig.**
Recall	.886	4	1718	.472
Attitude toward the Ad	3.666	4	1718	.006
Attitude toward the Ad – Cognitive	10.404	4	1718	.000
Attitude toward the Ad – Affective	3.627	4	1718	.006
Attitude toward the Ad – Credible	4.157	4	1718	.002
Attitude toward the Brand	3.004	4	1704	.017
Attitude toward the Brand – Factor One	1.205	4	1704	.307
Attitude toward the Brand – Factor Two	5.266	4	1704	.000
Attitude toward the Brand – Factor Three	1.539	4	1704	.188
Purchase Intention	.573	4	1704	.682
I would like to try Castle	1.255	4	1704	.286
I would buy Castle Lager if I saw it	.779	4	1704	.539
I would seek out Castle Lager for purchase	2.862	4	1704	.022

Table 21: Attitude toward Advertising Homogeneity of Variances

The Levene's Test of Homogeneity of Variance was significant ($p < .05$) for all recall, Attitude toward the Ad, Attitude toward the Brand, and the propensity to seek out Castle Lager for purchase. Therefore, attitude toward advertising influenced the variance of responses received.

Attitude toward Advertising ANOVA							
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**	**Partial Eta Squared**
Recall	Between Groups	73.116	37	1.976	1.338	.085	.027
	Within Groups	2672.767	1810	1.477			
	Total	2745.883	1847				
Attitude toward the Ad	Between Groups	84.171	37	2.275	5.040	.000	.093
	Within Groups	816.969	1810	.451			
	Total	901.139	1847				
Attitude toward the Ad – Cognitive	Between Groups	96.205	37	2.600	4.654	.000	.087
	Within Groups	1011.242	1810	.559			
	Total	1107.448	1847				
Attitude toward the Ad – Affective	Between Groups	118.242	37	3.196	3.275	.000	.063
	Within Groups	1766.267	1810	.976			
	Total	1884.509	1847				
Attitude toward the Ad – Credible	Between Groups	68.352	37	1.847	2.050	.000	.040
	Within Groups	1630.954	1810	.901			
	Total	1699.306	1847				
Attitude toward the Brand	Between Groups	56.056	37	1.515	4.041	.000	.076
	Within Groups	678.552	1810	.375			
	Total	734.608	1847				
Attitude toward the Brand – Factor One	Between Groups	77.759	37	2.102	2.676	.000	.052
	Within Groups	1421.296	1810	.785			
	Total	1499.055	1847				
Attitude toward the Brand – Factor Two	Between Groups	120.582	37	3.259	3.562	.000	.068
	Within Groups	1656.225	1810	.915			
	Total	1776.807	1847				
Attitude toward the Brand – Factor Three	Between Groups	54.220	37	1.465	1.983	.000	.039
	Within Groups	1337.781	1810	.739			
	Total	1392.001	1847				
Purchase Intention	Between Groups	171.109	37	4.625	2.208	.000	.043
	Within Groups	3791.267	1810	2.095			
	Total	3962.376	1847				
I would like to try Castle	Between Groups	249.841	37	6.752	2.105	.000	.041
	Within Groups	5806.886	1810	3.208			
	Total	6056.727	1847				
I would buy Castle Lager if I saw it	Between Groups	185.098	37	5.003	1.704	.005	.034
	Within Groups	5313.291	1810	2.936			
	Total	5498.389	1847				
I would seek out Castle Lager for purchase	Between Groups	161.967	37	4.377	2.081	.000	.041
	Within Groups	3806.776	1810	2.103			
	Total	3968.743	1847				

Table 22: Attitude toward Advertising ANOVA

The ANOVA yielded values that were significant ($p < .05$), for all items excluding recall. Therefore, it can be concluded that these items were significantly influenced by attitudes toward advertising. A graphical illustration of general trends is presented in Figure 10. For

graphical purposes, participants were grouped according to their general like, dislike, or neutral opinion of advertising.

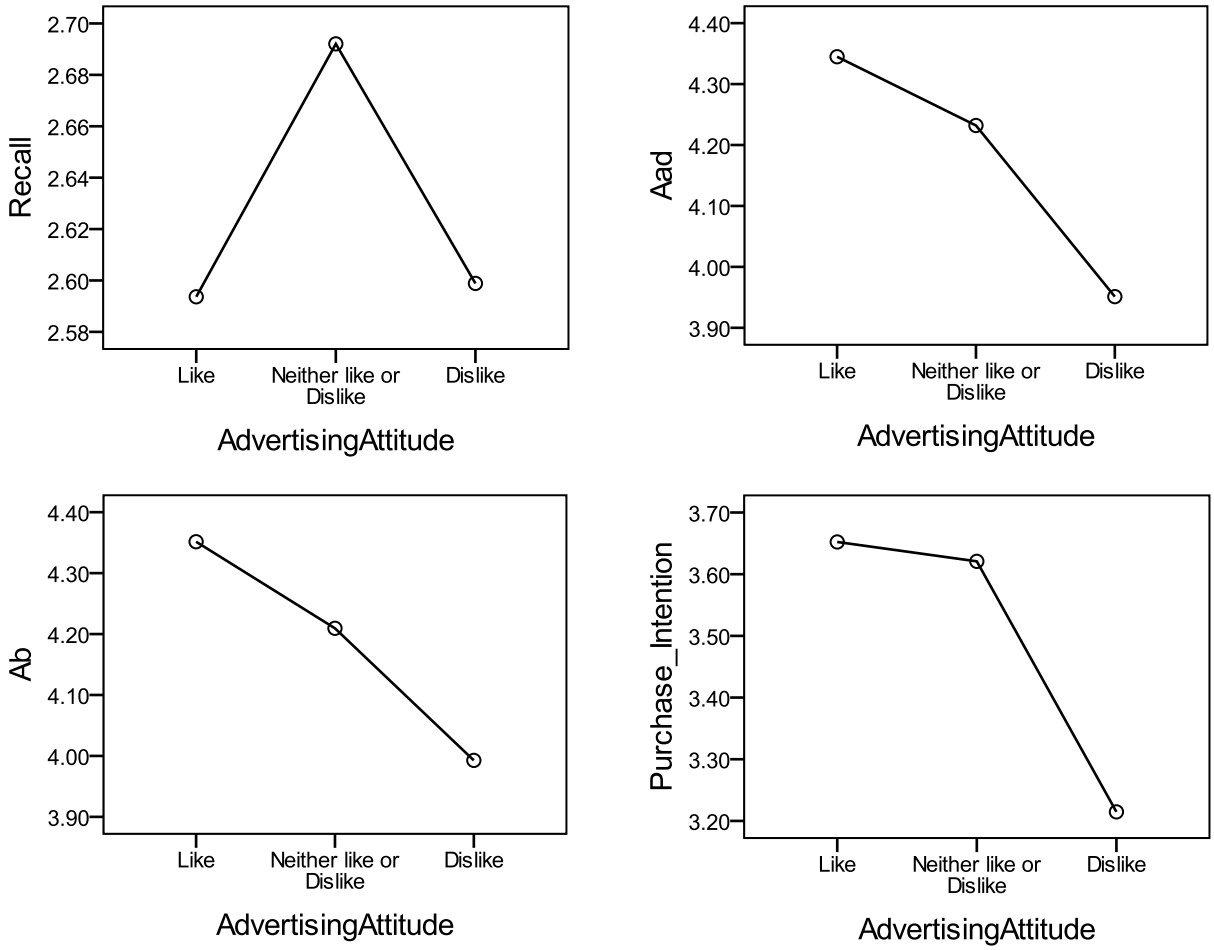


Figure 10: Attitude toward Advertising Mean Plots

As shown in the ANOVA and mean plots, recall was not influenced by attitude toward advertising. Nevertheless, Attitude toward the Ad, Attitude toward the Brand, and purchase intention all decline as the general attitude toward advertising becomes negative. That is to

say, a negative opinion of advertising decreases the opinion of the Castle Lager advertisements, brand, and intention to purchase.

Attitude toward Product Category

The Attitude toward Product Category scale was tested to see if a participant's attitude toward the beer influenced how participants responded to proposed questions. To test this, a Levene's Test of Variance was followed by an ANOVA conducted with a 95% confidence level. The results are displayed in Table 23.

Attitude toward Product Category Homogeneity of Variances				
	Levene Statistic	**df1**	**df2**	**Sig.**
Recall	1.079	61	1786	.317
Attitude toward the Ad	2.197	61	1786	.000
Attitude toward the Ad – Cognitive	2.157	61	1786	.000
Attitude toward the Ad – Affective	2.056	61	1786	.000
Attitude toward the Ad – Credible	2.016	61	1786	.000
Attitude toward the Brand	2.328	61	1786	.000
Attitude toward the Brand – Factor One	2.087	61	1786	.000
Attitude toward the Brand – Factor Two	2.287	61	1786	.000
Attitude toward the Brand – Factor Three	2.231	61	1786	.000
Purchase Intention	3.071	61	1786	.000
I would like to try Castle	2.928	61	1786	.000
I would buy Castle Lager if I saw it	3.386	61	1786	.000
I would seek out Castle Lager for purchase	5.290	61	1786	.000

Table 23: Attitude toward Product Category Homogeneity of Variances

The Levene's Test of Homogeneity of Variance was significant ($p < .05$) for all variables except recall. Therefore, it can be concluded that the variances were unequal: Attitude toward Product Category influenced the variance of responses received.

Attitude toward Product Category ANOVA							
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**	**Partial Eta Squared**
Recall	Between Groups	142.847	61	2.342	1.607	.002	.052
	Within Groups	2603.035	1786	1.457			
	Total	2745.883	1847				
Attitude toward the Ad	Between Groups	49.468	61	.811	1.701	.001	.055
	Within Groups	851.671	1786	.477			
	Total	901.139	1847				
Attitude toward the Ad – Cognitive	Between Groups	54.138	61	.888	1.505	.008	.049
	Within Groups	1053.310	1786	.590			
	Total	1107.448	1847				
Attitude toward the Ad – Affective	Between Groups	98.656	61	1.617	1.617	.002	.052
	Within Groups	1785.853	1786	1.000			
	Total	1884.509	1847				
Attitude toward the Ad – Credible	Between Groups	75.963	61	1.245	1.370	.032	.045
	Within Groups	1623.343	1786	.909			
	Total	1699.306	1847				
Attitude toward the Brand	Between Groups	40.481	61	.664	1.708	.001	.055
	Within Groups	694.127	1786	.389			
	Total	734.608	1847				
Attitude toward the Brand – Factor One	Between Groups	60.975	61	1.000	1.241	.102	.041
	Within Groups	1438.080	1786	.805			
	Total	1499.055	1847				
Attitude toward the Brand – Factor Two	Between Groups	99.026	61	1.623	1.728	.000	.056
	Within Groups	1677.781	1786	.939			
	Total	1776.807	1847				
Attitude toward the Brand – Factor Three	Between Groups	53.062	61	.870	1.160	.189	.038
	Within Groups	1338.939	1786	.750			
	Total	1392.001	1847				
Purchase Intention	Between Groups	979.974	61	16.065	9.621	.000	.247
	Within Groups	2982.403	1786	1.670			
	Total	3962.376	1847				
I would like to try Castle	Between Groups	1798.750	61	29.488	12.369	.000	.297
	Within Groups	4257.976	1786	2.384			
	Total	6056.727	1847				
I would buy Castle Lager if I saw it	Between Groups	1121.199	61	18.380	7.500	.000	.204
	Within Groups	4377.191	1786	2.451			
	Total	5498.389	1847				
I would seek out Castle Lager for purchase	Between Groups	425.409	61	6.974	3.515	.000	.107
	Within Groups	3543.334	1786	1.984			
	Total	3968.743	1847				

Table 24: Attitude toward Product Category ANOVA

The ANOVA comprehensively yielded values that were significant ($p < .05$) except Attitude toward the Brand – Factors, One and Three. It can be concluded that these items were significantly

influenced by Attitudes toward the Product Category. A graphical illustration of general trends is presented in Figure 11.

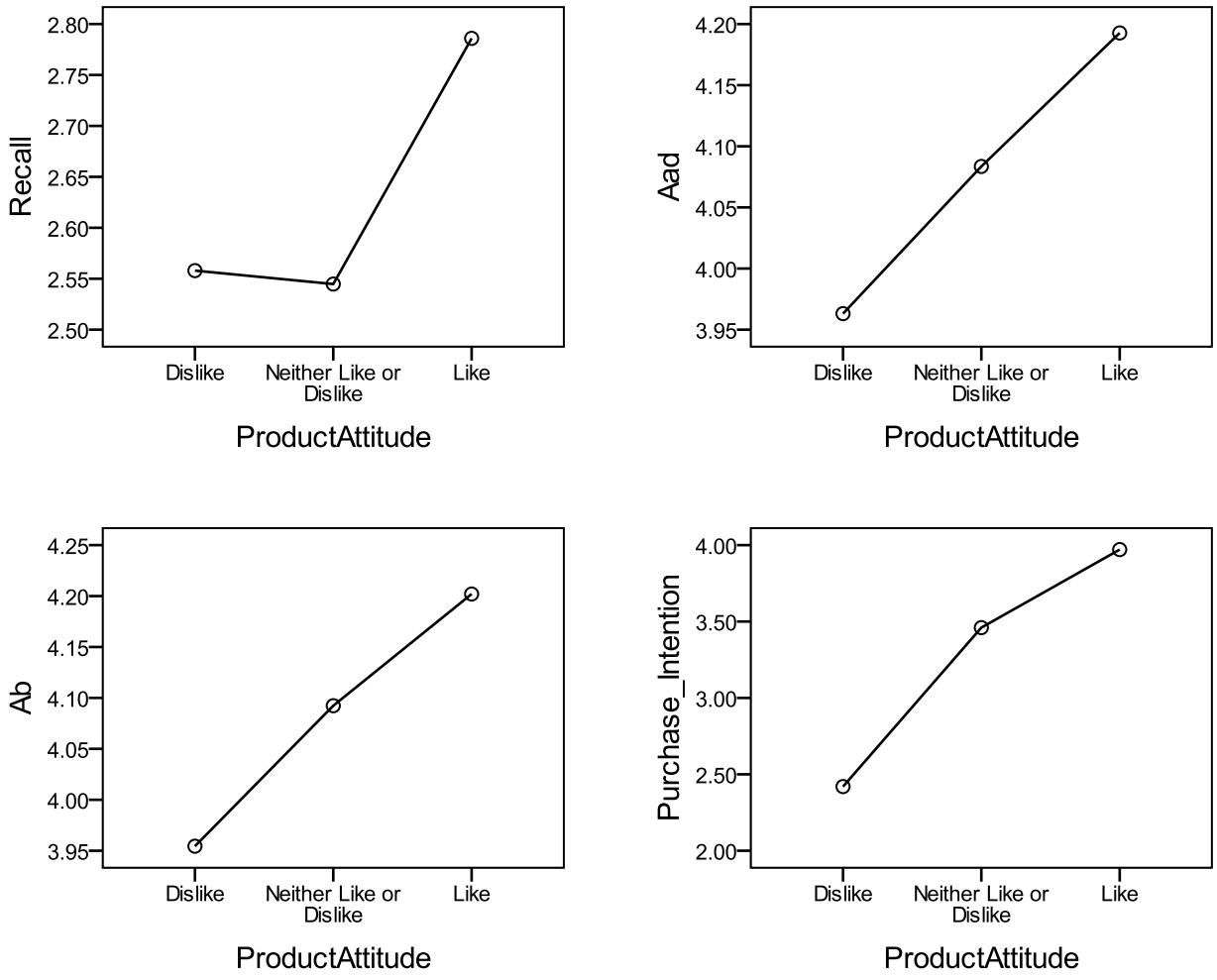


Figure 11: Attitude toward Product Category Mean Plots

As shown in the mean plots, Attitude toward Product Category influences recall, Attitude toward the Ad, Attitude toward the Brand, and purchase intention positively. As the opinion of the product category rises, i.e. beer becomes more favourable to the

participant; this increases recall, attitude toward the advertisement of Castle Lager, attitude toward Castle Lager as a brand, and purchase intention of Castle Lager.

Hypothesis Testing

The following section details and examines the hypotheses initially presented in the conceptual model section. Hypotheses will cover the effects of repetition, sequencing, and multiple–media on recall, attitudinal, and behavioural variables. Table 25, on the following page, indicates the general results for each. To reiterate, a supported result indicates that (p <.05), while partial support is given where (p <.10). Non–supported indicates a result that does not meet the requisite of either of the previously specified conditions.

Hypotheses Findings													
	Rec	**Aad**	**Aad 1**	**Aad 2**	**Aad 3**	**Ab**	**Ab 1**	**Ab 2**	**Ab 3**	**Ib**	**Ib 1**	**Ib 2**	**Ib 3**
H1	S		S	S	S			S					S
H2		P			P								S
H3		P	S										
H4		P	P										
H5													
H6	S		S				S	S					
H7	S		S	S				S					
H8	S						S						P
H9								S					
Key	S = Supported, P = Partial Support, Blank = Not Supported												

Summary of Hypotheses			
Hypotheses Key		Dependent Key	
H1	Increasing exposures to the advertising message will influence reported levels of…	**Rec**	Recall of advertisement
H2	The sequence of media tools utilised will influence levels of…	**Aad**	Attitude toward the ad
H3	When exposure to television advertising precedes exposure to radio advertising higher variance will occur than the reverse sequence in…	**Aad 1**	Attitude toward the Ad – Cognitive
H4	When exposure to television advertisement precedes exposure to print advertising higher variance will occur than the reverse sequence in…	**Aad 2**	Attitude toward the Ad – Affective
H5	When exposure to a radio advertisement precedes exposure to print advertisement higher variance will occur than the reverse sequence in…	**Aad 3**	Attitude toward the Ad – Credible
H6	There will be certain media tools that will perform better when paired with other media tools in…	**Ab**	Attitude toward the Brand
H7	When television advertising is paired with radio advertising they will display higher variance than when radio is paired with print in…	**Ab 1**	Attitude toward the Brand – Factor One
H8	When television advertising is paired with print advertising they will display higher variance than when radio is paired with print in…	**Ab 2**	Attitude toward the Brand – Factor Two
H9	When television advertising is paired with radio advertising they will display higher variance than when television is paired with print in…	**Ab 3**	Attitude toward the Brand – Factor Three
		Ib	Purchase Intention
		Ib 1	I would like to try Castle Lager
		Ib 2	I would buy Castle Lager if I saw it
		Ib 3	I would seek out Castle Lager for purchase

Table 25: Summary of Hypotheses Findings

Repetition Hypotheses

Hypothesis 1: Increasing exposures to the advertising message will result in higher variance in:			
Recall	**Attitude toward the Ad**	**Attitude toward the Brand**	**Purchase Intention**
Across the various different media combinations.			

- *Recall*

It was hypothesised that varying total exposure to the test advertisement would influence recall. To test this hypothesis, a MANCOVA was conducted at a 95% confidence level. The results of which are displayed in Table 26.

Repetition – Recall MANCOVA						
	Type III Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**	**Partial Eta Squared**
Attitude toward Advertising	5.302	1	5.302	4.494	.034	.002
Attitude toward Product Category	15.538	1	15.538	13.169	.000	.007
Gender	2.053	1	2.053	1.740	.187	.001
Age	.172	1	.172	.146	.702	.000
Country of Origin	.020	1	.020	.017	.897	.000
Household Income	1.775	1	1.775	1.504	.220	.001
Education Level	1.690	1	1.690	1.433	.231	.001
Hours online per week	5.102	1	5.102	4.324	.038	.002
Computer and Internet Skills	1.575	1	1.575	1.335	.248	.001
Total Advertising Exposure	**552.001**	**3**	**184.000**	**155.944**	**.000**	**.203**
Error	2165.137	1835	1.180			
Total	15693.043	1848				

Table 26: Repetition – Recall MANCOVA

Results of the MANCOVA lead to the rejection of the null hypothesis (Total Advertising Exposure: F = 155.944 *P* = .000) and the conclusion that recall is significantly different among the various advertising exposure conditions. Hours spent online per week and

Attitude toward the Product Category were significant covariates of recall. The descriptive statistics are provided in Table 27.

Repetition – Recall Descriptive Statistics			
	N	Mean	Std. Deviation
No Exposures	96	1.2083	.41394
One Exposure	256	2.0123	1.00567
Two Exposures	992	2.6011	1.14387
Three Exposures	504	3.3333	1.12247
Total	1848	2.6469	1.21929

Table 27: Repetition – Recall Descriptive Statistics

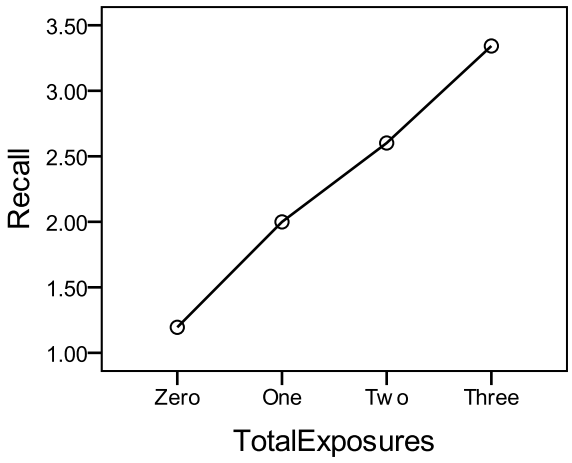


Figure 12: Repetition – Recall Mean Plot

As shown in the descriptive statistics and mean plot, exposure to advertising increased recall. Therefore, this hypothesis was supported; varying the total exposure to the test advertisement influenced recall, in this case increasing it.

- Attitude toward the Ad

It was hypothesised that varying total exposure to the test advertisement would influence attitudes toward the advertisement. A MANCOVA was conducted at a 95% confidence level to investigate how the reported results varied. The results are displayed in Table 28.

Repetition – Attitude toward the Ad MANCOVA						
	Type III Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**	**Partial Eta Squared**
Attitude toward Advertising						
Attitude toward the Ad	59.399	1	59.399	133.564	.000	.068
Attitude toward the Ad – Cognitive	61.541	1	61.541	111.115	.000	.057
Attitude toward the Ad – Affective	67.334	1	67.334	70.299	.000	.037
Attitude toward the Ad – Credible	43.640	1	43.640	49.629	.000	.026
Attitude toward Product Category						
Attitude toward the Ad	16.280	1	16.280	36.608	.000	.020
Attitude toward the Ad – Cognitive	8.010	1	8.010	14.463	.000	.008
Attitude toward the Ad – Affective	34.366	1	34.366	35.879	.000	.019
Attitude toward the Ad – Credible	15.346	1	15.346	17.452	.000	.009
Gender						
Attitude toward the Ad	2.459	1	2.459	5.529	.019	.003
Attitude toward the Ad – Cognitive	4.389	1	4.389	7.925	.005	.004
Attitude toward the Ad – Affective	1.781	1	1.781	1.859	.173	.001
Attitude toward the Ad – Credible	.090	1	.090	.102	.749	.000
Age						
Attitude toward the Ad	1.454	1	1.454	3.268	.071	.002
Attitude toward the Ad – Cognitive	2.823	1	2.823	5.097	.024	.003
Attitude toward the Ad – Affective	1.257	1	1.257	1.312	.252	.001
Attitude toward the Ad – Credible	.288	1	.288	.327	.567	.000
Country of Origin						
Attitude toward the Ad	.268	1	.268	.603	.437	.000
Attitude toward the Ad – Cognitive	.300	1	.300	.541	.462	.000
Attitude toward the Ad – Affective	.719	1	.719	.750	.386	.000
Attitude toward the Ad – Credible	6.987	1	6.987	7.946	.005	.004
Household Income						
Attitude toward the Ad	.029	1	.029	.065	.799	.000
Attitude toward the Ad – Cognitive	.257	1	.257	.465	.495	.000
Attitude toward the Ad – Affective	.495	1	.495	.517	.472	.000
Attitude toward the Ad – Credible	1.048	1	1.048	1.191	.275	.001
Education Level						
Attitude toward the Ad	1.625	1	1.625	3.653	.056	.002
Attitude toward the Ad – Cognitive	3.713	1	3.713	6.705	.010	.004
Attitude toward the Ad – Affective	.197	1	.197	.205	.651	.000
Attitude toward the Ad – Credible	.032	1	.032	.036	.850	.000

Hours online per week						
Attitude toward the Ad	.053	1	.053	.118	.731	.000
Attitude toward the Ad – Cognitive	.003	1	.003	.006	.939	.000
Attitude toward the Ad – Affective	.273	1	.273	.285	.594	.000
Attitude toward the Ad – Credible	.016	1	.016	.018	.892	.000
Computer and Internet Skills						
Attitude toward the Ad	1.397	1	1.397	3.142	.076	.002
Attitude toward the Ad – Cognitive	.900	1	.900	1.625	.203	.001
Attitude toward the Ad – Affective	1.202	1	1.202	1.255	.263	.001
Attitude toward the Ad – Credible	2.108	1	2.108	2.397	.122	.001
Total Advertising Exposure						
Attitude toward the Ad	2.636	3	.879	1.976	.116	.003
Attitude toward the Ad – Cognitive	**6.264**	**3**	**2.088**	**3.770**	**.010**	**.006**
Attitude toward the Ad – Affective	**19.080**	**3**	**6.360**	**6.640**	**.000**	**.011**
Attitude toward the Ad – Credible	**19.132**	**3**	**6.377**	**7.252**	**.000**	**.012**
Error						
Attitude toward the Ad	816.066	1835	.445			
Attitude toward the Ad – Cognitive	1016.313	1835	.554			
Attitude toward the Ad – Affective	1757.601	1835	.958			
Attitude toward the Ad – Credible	1613.588	1835	.879			
Total						
Attitude toward the Ad	31913.200	1848				
Attitude toward the Ad – Cognitive	28588.861	1848				
Attitude toward the Ad – Affective	36329.061	1848				
Attitude toward the Ad – Credible	36906.727	1848				

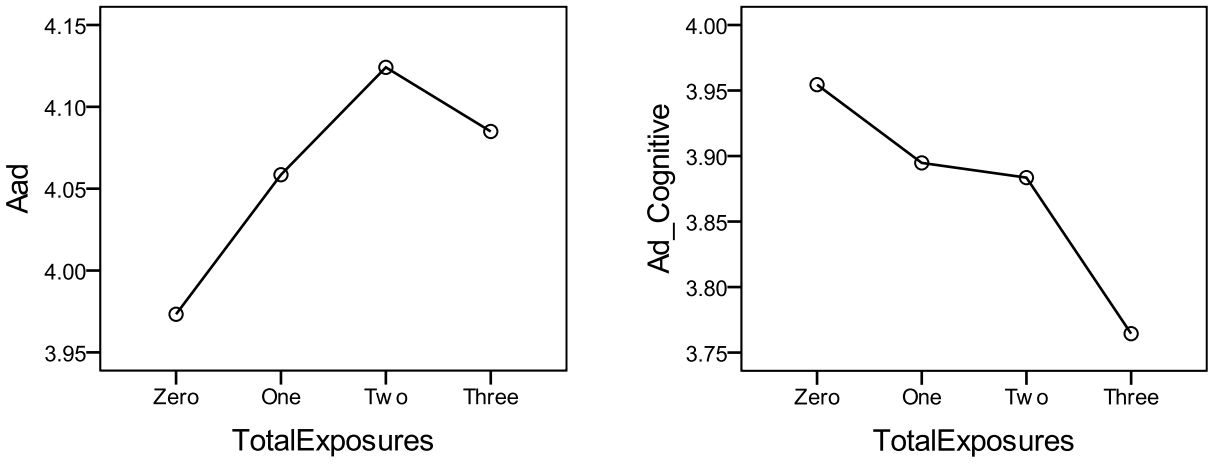
Table 28: Repetition – Attitude toward the Ad MANCOVA

The results of the MANCOVA lead to the rejection of the null hypothesis and conclusion that the Cognitive (F=3.770, p=.010), Affective (F=6.640, *p*=.000), and Credibility (F=7.252, *p*=.000) factors of Attitude toward the Ad were all significantly different among the various advertising exposure conditions when controlling for covariates. The descriptive statistics are provided in Table 29.

Repetition – Attitude toward the Ad Descriptive Statistics					
	Exposures	Mean	Std. Deviation	95% Confidence Interval for Mean	
				Lower Bound	Upper Bound
Attitude toward the Ad	Zero	3.973	.068	3.839	4.107
	One	4.059	.042	3.977	4.141
	Two	4.124	.021	4.083	4.166
	Three	4.085	.030	4.027	4.143
Attitude toward the Ad – Cognitive	Zero	3.954	.076	3.805	4.104
	One	3.895	.047	3.803	3.986
	Two	3.884	.024	3.837	3.930
	Three	3.764	.033	3.699	3.830
Attitude toward the Ad – Affective	Zero	3.957	.100	3.761	4.154
	One	4.219	.061	4.099	4.339
	Two	4.332	.031	4.271	4.393
	Three	4.407	.044	4.321	4.493
Attitude toward the Ad – Credibility	Zero	4.034	.096	3.846	4.222
	One	4.218	.059	4.103	4.333
	Two	4.408	.030	4.349	4.466
	Three	4.418	.042	4.336	4.500

Table 29: Repetition – Attitude toward the Ad Descriptive Statistics

As shown in the descriptive statistics and mean plots (Figure 13), when exposure to advertising increases, Attitude toward the Ad – Cognitive decreases.



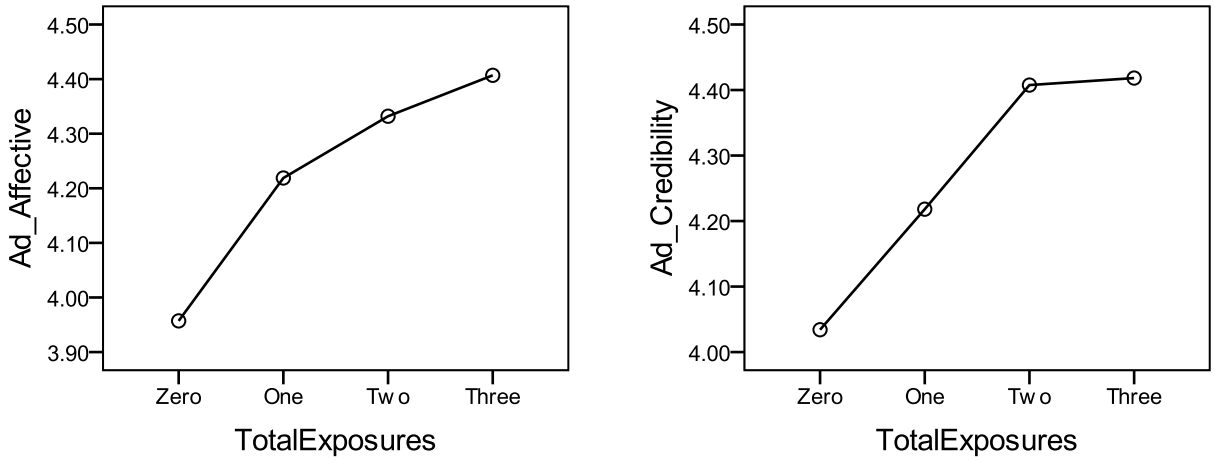


Figure 13: Repetition – Attitude toward the Ad Mean Plots

However, the Affective and Credible factors of Attitude toward the Ad both rise with an increased total exposure. Support was thus found for this hypothesis. Increasing exposure to advertisements influences how participants respond to the Attitude toward the Ad questions of the survey. Both Affective and Credibility factors increase with total advertising exposure, whereas the Cognitive factors decrease.

- Brand Attitude

It was hypothesised that varying total exposure to the test advertisement would influence attitudes toward the brand. To test this hypothesis, a MANCOVA was conducted at a 95% confidence level. The abridged results of the MANCOVA are displayed in Table

30. The full table, including all covariate significance, is located in the Appendix.

Repetition – Attitude toward the Brand MANCOVA						
	Type III Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**	**Partial Eta Squared**
Total Advertising Exposure						
Attitude toward the Brand	.545	3	.182	.493	.687	.001
Attitude toward the Brand – Factor One	2.696	3	.899	1.158	.324	.002
Attitude toward the Brand – Factor Two	**11.565**	**3**	**3.855**	**4.297**	**.005**	**.007**
Attitude toward the Brand – Factor Three	4.016	3	1.339	1.819	.142	.003
Error						
Attitude toward the Brand	675.041	1835	.368			
Attitude toward the Brand – Factor One	1423.881	1835	.776			
Attitude toward the Brand – Factor Two	1646.428	1835	.897			
Attitude toward the Brand – Factor Three	1350.595	1835	.736			
Total						
Attitude toward the Brand	31813.778	1848				
Attitude toward the Brand – Factor One	30246.035	1848				
Attitude toward the Brand – Factor Two	40028.965	1848				
Attitude toward the Brand – Factor Three	31206.502	1848				

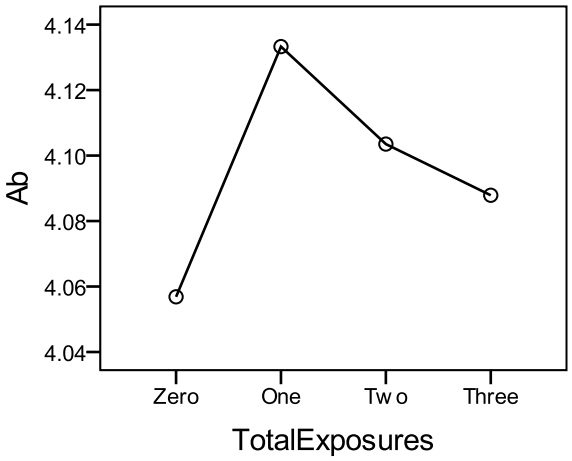
Table 30: Repetition – Brand Attitude ANOVA

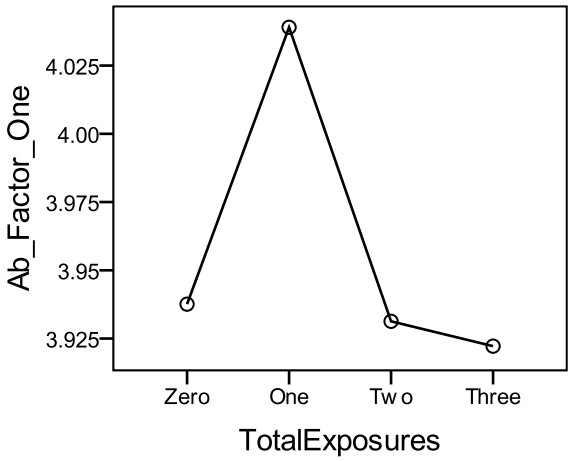
The results of the MANCOVA lead to the rejection of the null only for Attitude toward the Brand – Factor Two (F=4.297, *p*=.005), concluding that the mean score of Attitude toward the Brand – Factor Two was significantly different among the various advertising exposure conditions. Attitude toward the Brand – Factor One (F=1.158, *p*=.324), and Three (F=1.819, *p*=.142), were not significant. The descriptive statistics are provided in Table 31.

Repetition – Attitude toward the Brand Descriptive Statistics					
	Exposures	Mean	Std. Deviation	95% Confidence Interval for Mean	
				Lower Bound	Upper Bound
Attitude toward the Brand	Zero	4.057	.062	3.935	4.179
	One	4.133	.038	4.059	4.208
	Two	4.104	.019	4.066	4.141
	Three	4.088	.027	4.035	4.141
Attitude toward the Brand – Factor One	Zero	3.938	.090	3.761	4.114
	One	4.039	.055	3.931	4.147
	Two	3.931	.028	3.876	3.986
	Three	3.922	.039	3.845	3.999
Attitude toward the Brand – Factor Two	Zero	4.270	.097	4.080	4.460
	One	4.455	.059	4.339	4.572
	Two	4.577	.030	4.518	4.636
	Three	4.597	.042	4.514	4.680
Attitude toward the Brand – Factor Three	Zero	4.112	.088	3.940	4.284
	One	4.060	.054	3.954	4.165
	Two	4.032	.027	3.978	4.085
	Three	3.947	.038	3.872	4.022

Table 31: Repetition – Brand Attitude Descriptive Statistics

As shown in the descriptive statistics and mean plots, when advertising exposure increases Attitude toward the Brand – Factor One decreases. This is not significant.





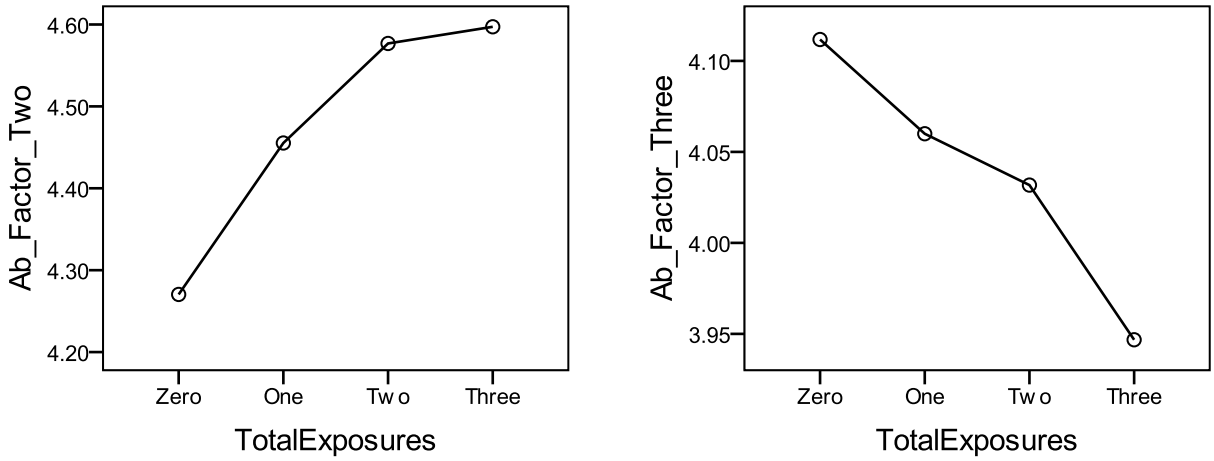


Figure 14: Repetition – Attitude toward the Brand Mean Plots

As shown in the Mean Plots, exposure to advertising increases Attitude toward the Brand – Factor Two. This was a significant result. As exposure to advertising increased, Attitude toward the Brand – Factor Three declined; however this was not a significant result. Attitudes toward the Brand - Factors One and Three were not significantly different when exposure to the test advertisement altered. Therefore, only partial support to this hypothesis is offered.

- Purchase Intention

It was hypothesised that varying total exposure to the test advertisement would influence intentions to purchase. To test this hypothesis, a MANCOVA was conducted at a 95% confidence level. The abridged results of the MANCOVA are displayed in Table 32.

Repetition – Purchase Intention MANCOVA						
	Type III Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**	**Partial Eta Squared**
Total Advertising Exposure						
Purchase Intention	6.766	3	2.255	1.369	.251	.002
I would like to try Castle Lager	7.609	3	2.536	1.055	.367	.002
I would buy Castle Lager if I saw it	5.754	3	1.918	.789	.500	.001
I would seek out Castle Lager for purchase	**19.267**	**3**	**6.422**	**3.320**	**.019**	**.005**
Error						
Purchase Intention	3024.245	1835	1.648			
I would like to try Castle Lager	4411.936	1835	2.404			
I would buy Castle Lager if I saw it	4459.337	1835	2.430			
I would seek out Castle Lager for purchase	3550.100	1835	1.935			
Total						
Purchase Intention	25268.143	1848				
I would like to try Castle Lager	38195.602	1848				
I would buy Castle Lager if I saw it	28319.714	1848				
I would seek out Castle Lager for purchase	15536.687	1848				

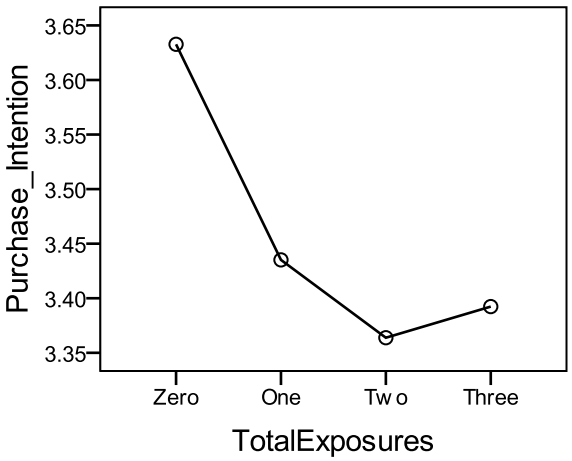
Table 32: Repetition – Purchase Intention ANOVA

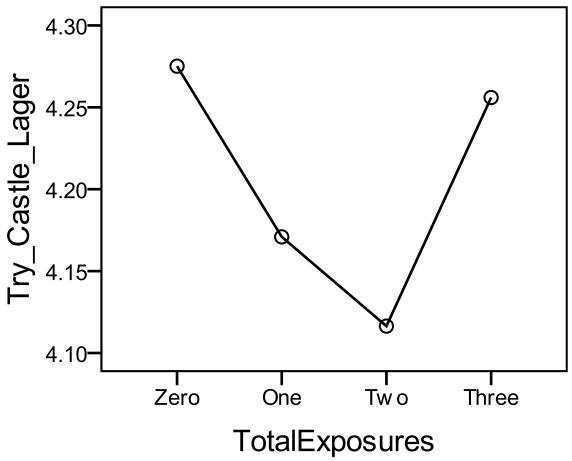
The results of the MANCOVA lead to the rejection of the null hypothesis only in the third question, actively seeking out Castle Lager in a store in order to purchase (F=3.320, *p*=.019). Therefore, it can be concluded that this purchase intention item is significantly different among the various advertising exposure conditions. The likelihood of simply trying or buying Castle Lager if seen and the aggregated purchase intention scale were not significant. The descriptive statistics are provided in Table 33.

Repetition – Purchase Intention Descriptive Statistics					
	Exposures	Mean	Std. Deviation	95% Confidence Interval for Mean	
				Lower Bound	Upper Bound
Purchase Intention	Zero	3.633	.131	3.375	3.890
	One	3.435	.080	3.277	3.593
	Two	3.364	.041	3.284	3.444
	Three	3.392	.057	3.280	3.505
I would like to try Castle Lager	Zero	4.275	.159	3.964	4.586
	One	4.171	.097	3.980	4.362
	Two	4.116	.049	4.020	4.213
	Three	4.256	.069	4.120	4.392
I would buy Castle Lager if I saw it	Zero	3.707	.160	3.395	4.020
	One	3.584	.098	3.392	3.776
	Two	3.494	.050	3.397	3.592
	Three	3.481	.070	3.344	3.617
I would seek out Castle Lager for purchase	Zero	2.916	.142	2.636	3.195
	One	2.550	.087	2.379	2.721
	Two	2.481	.044	2.394	2.567
	Three	2.440	.062	2.319	2.562

Table 33: Repetition – Purchase Intention Descriptive Statistics

As shown in the descriptive statistics and mean plots that when exposure to advertising increases all intentions to purchase decrease. However, the only statistically significant change in mean was the propensity to actively seek out Castle Lager in a store in order to purchase it.





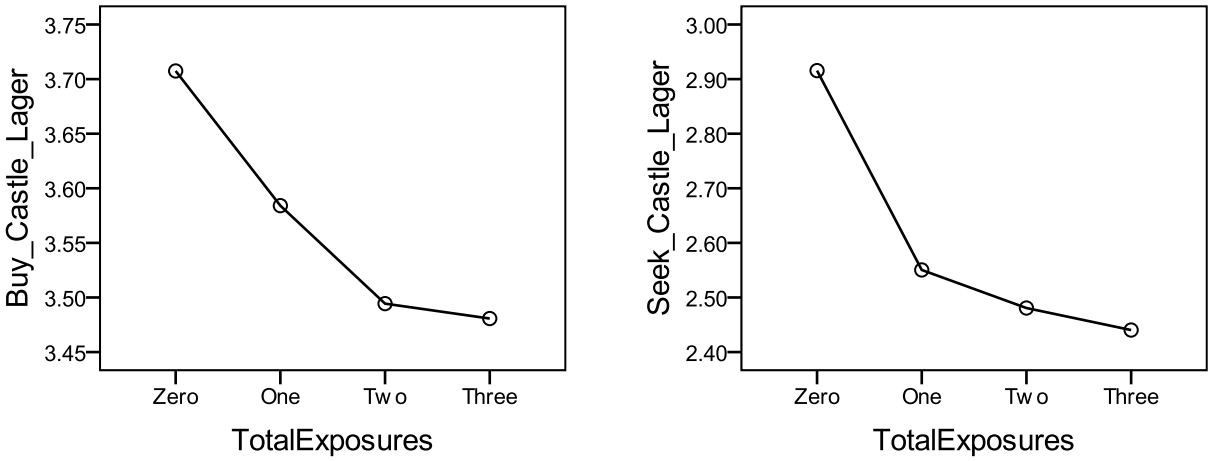


Figure 15: Repetition – Purchase Intention Mean Plots

While the visual trend for trying Castle Lager decreases, this result is not statistically significant. The mean of buying Castle Lager if seen is store was not statistically significant, even though the visual trend is decreasing. The only purchase intention variable to report significantly different variances was actively seeking out Castle Lager for purchase. Therefore, this hypothesis is only partly supported.

Sequence Hypotheses

Hypothesis 2: The sequence of media tools utilised will influence:			
Recall	**Attitude toward the Ad**	**Attitude toward the Brand**	**Purchase Intention**
When the number of exposures to the advertising message is constant			

- Recall

It was hypothesised that the sequence of media tools used would influence recall when total advertising exposure was kept constant. In this case, there were three total exposures to the test advertisement. To test this hypothesis, a MANCOVA was conducted at a 95% confidence level. The abridged results of the MANCOVA are displayed in Table 34.

Three Exposure Sequence – Recall MANCOVA						
	Type III Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**	**Partial Eta Squared**
Attitude toward Advertising	.307	1	.307	.249	.618	.001
Attitude toward Product Category	11.345	1	11.345	9.196	.003	.018
Gender	.486	1	.486	.394	.531	.001
Age	3.033	1	3.033	2.458	.118	.005
Country of Origin	.247	1	.247	.200	.655	.000
Household Income	.000	1	.000	.000	.993	.000
Education Level	2.779	1	2.779	2.252	.134	.005
Hours online per week	.063	1	.063	.051	.821	.000
Computer and Internet Skills	3.216	1	3.216	2.607	.107	.005
Three Exposure Sequence	5.424	5	1.085	.879	.495	.009
Error	603.294	489	1.234			
Total	6233.597	504				

Table 34: Three–Exposure Sequence – Recall MANCOVA

From the MANCOVA it was apparent that recall was not significantly influenced (F= .879, *p*=.495) by the various sequence conditions when the total exposures is constant. This hypothesis is not supported. Sequence of media exposure does not influence recall, given three exposures. Descriptive statistics are provided in Table 35.

Three Exposure Sequence – Recall Descriptive Statistics				
Sequence	Mean	Std. Deviation	95% Confidence Interval for Mean	
			Lower Bound	Upper Bound
T–R–P	3.380	.153	3.079	3.681
P–T–R	3.491	.116	3.264	3.719
R–T–P	3.364	.123	3.123	3.605
T–P–R	3.208	.116	2.981	3.435
P–R–T	3.206	.118	2.974	3.439
R–P–T	3.368	.118	3.136	3.601

Table 35: Three–Exposure Sequence – Recall Descriptive Statistics

- Attitude toward the Ad

It was hypothesised that the sequence of media tools used would influence attitudes toward the advertisement when total advertisement exposure was constant. In this case, there were three total exposures to the test advertisement. To test this hypothesis a MANCOVA was conducted at a 95% confidence level. The abridged results of the MANCOVA are displayed in Table 36.

Three Exposure Sequence – Attitude toward the Ad MANCOVA						
	Type III Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**	**Partial Eta Squared**
Three Exposure Sequence						
Attitude toward the Ad	5.546	5	1.109	1.959	.083	.020
Attitude toward the Ad – Cognitive	3.165	5	.633	.903	.479	.009
Attitude toward the Ad – Affective	7.491	5	1.498	1.208	.304	.012
Attitude toward the Ad – Credible	10.606	5	2.121	1.871	.098	.019
Error						
Attitude toward the Ad	276.938	489	.566			
Attitude toward the Ad – Cognitive	342.858	489	.701			
Attitude toward the Ad – Affective	606.316	489	1.240			
Attitude toward the Ad – Credible	554.380	489	1.134			
Total						
Attitude toward the Ad	8727.942	504				
Attitude toward the Ad – Cognitive	7527.185	504				
Attitude toward the Ad – Affective	10441.833	504				
Attitude toward the Ad – Credible	10430.088	504				

Table 36: Three–Exposure Sequence – Attitude toward the Ad MANCOVA

From the MANCOVA it was apparent that the Attitude toward the Ad means were not significant among the various advertising sequence conditions (*P* >.05). This hypothesis is not supported. Sequence of media exposure does not influence Attitude toward the Ad given three exposures. Descriptive statistics are provided in Table 37.

Three Exposure Sequence – Attitude toward the Ad Descriptive Statistics					
	Sequence	Mean	Std. Deviation	95% Confidence Interval for Mean	
				Lower Bound	Upper Bound
Attitude toward the Ad	T–R–P	4.208	.104	4.004	4.411
	P–T – R	4.036	.078	3.882	4.190
	R–T–P	3.900	.083	3.737	4.063
	T–P–R	4.213	.078	4.060	4.367
	P–R–T	4.047	.080	3.889	4.204
	R–P–T	4.126	.080	3.968	4.283
Attitude toward the Ad – Cognitive	T–R–P	3.866	.115	3.639	4.092
	P–T – R	3.719	.087	3.547	3.890
	R–T–P	3.625	.092	3.443	3.806
	T–P–R	3.862	.087	3.690	4.033
	P–R–T	3.763	.089	3.587	3.938
	R–P–T	3.778	.089	3.603	3.953
Attitude toward the Ad – Affective	T–R–P	4.554	.154	4.252	4.856
	P–T – R	4.460	.116	4.232	4.688
	R–T–P	4.160	.123	3.919	4.402
	T–P–R	4.505	.116	4.277	4.732
	P–R–T	4.356	.119	4.122	4.589
	R–P–T	4.419	.119	4.186	4.652
Attitude toward the Ad – Credible	T–R–P	4.531	.147	4.243	4.820
	P–T – R	4.304	.111	4.086	4.522
	R–T–P	4.199	.117	3.968	4.430
	T–P–R	4.628	.111	4.410	4.845
	P–R–T	4.351	.114	4.128	4.574
	R–P–T	4.496	.113	4.273	4.718

Table 37: Three–Exposure Sequence – Attitude toward the Ad Descriptive Statistics

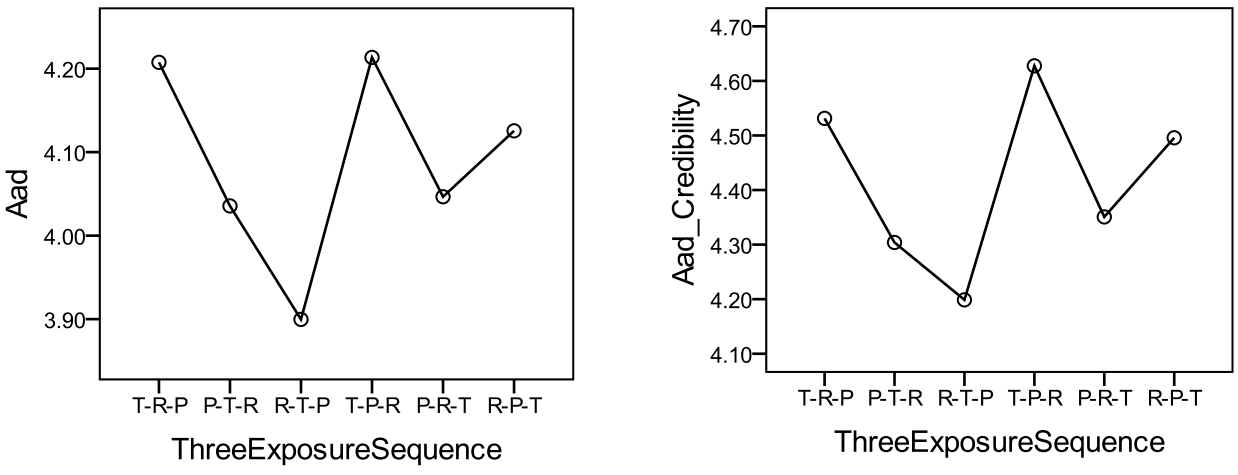


Figure 16: Three Exposure Sequence – Attitude toward the Ad Mean Plots

As demonstrated in the descriptive statistics and mean plots, when television precedes the exposure sequence a higher Attitude toward the Ad was reported; however, this was not a statistically significant result at the ($p < .05$) level. Significance was reported at the ($p < .10$) level for Attitude toward the Ad aggregate scale and Credibility factor, indicating weak partial significance.

- Brand Attitude

It was hypothesised that the sequence of media tools used would influence attitudes toward the brand when total advertisement exposure was constant. In this case, there were three total exposures to the test advertisement. To test this hypothesis a MANCOVA was conducted at a 95% confidence level. The abridged results of the MANCOVA are displayed in Table 38.

Three Exposure Sequence – Attitude toward the Brand MANCOVA						
	Type III Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**	**Partial Eta Squared**
Three Exposure Sequence						
Attitude toward the Brand	2.003	5	.401	.977	.431	.010
Attitude toward the Brand – Factor One	2.846	5	.569	.687	.634	.007
Attitude toward the Brand – Factor Two	1.581	5	.316	.344	.886	.004
Attitude toward the Brand – Factor Three	1.772	5	.354	.423	.833	.004
Error						
Attitude toward the Brand	200.506	489	.410			
Attitude toward the Brand – Factor One	405.264	489	.829			
Attitude toward the Brand – Factor Two	449.574	489	.919			
Attitude toward the Brand – Factor Three	409.504	489	.837			
Total						
Attitude toward the Brand	8652.597	504				
Attitude toward the Brand – Factor One	8202.473	504				
Attitude toward the Brand – Factor Two	11147.145	504				
Attitude toward the Brand – Factor Three	8277.934	504				

Table 38: Three–Exposure Sequence – Attitude toward the Brand MANCOVA

From the MANCOVA it was apparent that the Attitude toward the Brand means were not significantly different among the various advertising sequence conditions (*P* >.05). Therefore, this hypothesis is not supported. Sequence of media exposure does not influence Attitude toward the Brand, given three exposures. Descriptive statistics are provided in Table 39.

Three Exposure Sequence – Attitude toward the Brand Descriptive Statistics					
	Sequence	Mean	Std. Deviation	95% Confidence Interval for Mean	
				Lower Bound	Upper Bound
Attitude toward the Brand	T–R–P	4.103	.088	3.929	4.276
	P–T–R	4.012	.067	3.881	4.143
	R–T–P	4.009	.071	3.870	4.148
	T–P–R	4.122	.067	3.991	4.253
	P–R–T	4.187	.068	4.052	4.321
	R–P–T	4.096	.068	3.962	4.230
Attitude toward the Brand – Factor One	T–R–P	3.923	.126	3.677	4.170
	P–T–R	3.868	.095	3.682	4.055
	R–T–P	3.832	.100	3.635	4.029
	T–P–R	3.945	.095	3.759	4.131
	P–R–T	4.067	.097	3.877	4.258
	R–P–T	3.906	.097	3.716	4.097
Attitude toward the Brand – Factor Two	T–R–P	4.633	.132	4.373	4.892
	P–T–R	4.513	.100	4.316	4.709
	R–T–P	4.547	.106	4.339	4.755
	T–P–R	4.659	.100	4.463	4.855
	P–R–T	4.571	.102	4.370	4.772
	R–P–T	4.653	.102	4.452	4.854
Attitude toward the Brand – Factor Three	T–R–P	3.997	.126	3.749	4.245
	P–T–R	3.842	.095	3.655	4.030
	R–T–P	3.905	.101	3.706	4.103
	T–P–R	3.958	.095	3.771	4.145
	P–R–T	4.017	.098	3.826	4.209
	R–P–T	3.972	.097	3.781	4.164

Table 39: Three–Exposure Sequence – Attitude toward the Brand Descriptive Statistics

- Purchase Intention

It was hypothesised that the sequence of media tools used would influence intentions to purchase when total advertisement exposure was constant. In this case, there were three total exposures to the test advertisement. To test this hypothesis a MANCOVA was conducted at a 95% confidence level. The abridged results of the MANCOVA are displayed in Table 40.

Three Exposure Sequence – Purchase Intention MANCOVA						
	Type III Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**	**Partial Eta Squared**
Three Exposure Sequence						
Purchase Intention	8.668	5	1.734	1.031	.399	.010
I would like to try Castle Lager	7.311	5	1.462	.632	.676	.006
I would buy Castle Lager if I saw it	13.531	5	2.706	1.073	.374	.011
I would seek out Castle Lager for purchase	**21.737**	**5**	**4.347**	**2.265**	**.047**	**.023**
Error						
Purchase Intention	822.173	489	1.681			
I would like to try Castle Lager	1132.054	489	2.315			
I would buy Castle Lager if I saw it	1233.127	489	2.522			
I would seek out Castle Lager for purchase	938.681	489	1.920			
Total						
Purchase Intention	6886.481	504				
I would like to try Castle Lager	10705.738	504				
I would buy Castle Lager if I saw it	7640.444	504				
I would seek out Castle Lager for purchase	4075.818	504				

Table 40: Three–Exposure Sequence – Purchase Intention MANCOVA

The results of the MANCOVA lead to the rejection of the null hypothesis only with regard to the third variable, actively seeking out Castle Lager in a store in order to purchase (F=2.265, *p*=.047). Therefore, it can be concluded that sequence of media exposure does not influence purchase intention given three exposures, except for actively seeking out the product in order for purchase. This hypothesis is partly supported. The descriptive statistics are provided in Table 41.

Three Exposure Sequence – Purchase Intention Descriptive Statistics					
	Sequence	Mean	Std. Deviation	95% Confidence Interval for Mean	
				Lower Bound	Upper Bound
Purchase Intention	T–R–P	3.402	.179	3.050	3.753
	P–T–R	3.369	.135	3.103	3.634
	R–T–P	3.078	.143	2.797	3.359
	T–P–R	3.424	.135	3.159	3.689
	P–R–T	3.436	.138	3.164	3.707
	R–P–T	3.477	.138	3.206	3.749
I would like to try Castle Lager	T–R–P	4.123	.210	3.711	4.535
	P–T–R	4.308	.158	3.997	4.620
	R–T–P	4.061	.168	3.731	4.391
	T–P–R	4.103	.158	3.791	4.414
	P–R–T	4.310	.162	3.991	4.629
	R–P–T	4.372	.162	4.053	4.690
I would buy Castle Lager if I saw it	T–R–P	3.401	.219	2.970	3.831
	P–T–R	3.498	.165	3.173	3.823
	R–T–P	3.109	.175	2.765	3.453
	T–P–R	3.500	.165	3.175	3.824
	P–R–T	3.623	.169	3.291	3.956
	R–P–T	3.542	.169	3.210	3.874
I would seek out Castle Lager for purchase	T–R–P	2.681	.191	2.305	3.056
	P–T–R	2.300	.144	2.016	2.583
	R–T–P	2.065	.153	1.765	2.365
	T–P–R	2.671	.144	2.387	2.954
	P–R–T	2.373	.148	2.083	2.663
	R–P–T	2.519	.147	2.229	2.808

Table 41: Three–Exposure Sequence – Purchase Intention Descriptive Statistics

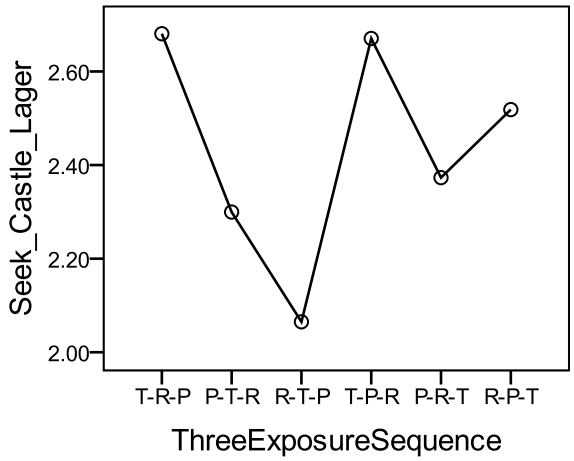


Figure 17: Three–Exposure Sequence – Purchase Intention Mean Plots

As shown in the descriptive statistics and mean plots, that when the sequence of exposure varies, so does intention to purchase. The only statistically significant result was their propensity to actively seek out Castle Lager in a store in order to purchase it. This hypothesis is partly supported. The highest level of purchase intention occurs when television is the first or last in the sequence of exposure.

Hypothesis 3: When exposure to television advertisement precedes exposure to radio advertising			
Recall	**Attitude toward the Ad**	**Attitude toward the Brand**	**Purchase Intention**
Will display higher variance than the reverse sequence when the number of exposures to the advertising message is constant			

It was hypothesised that the sequence of media tools used would influence recall, advertisement attitudes, brand attitudes, and intentions to purchase when total advertisement exposure was constant. In particular, it was hypothesised that television preceding radio would be superior to the reverse sequence. To test this hypothesis a MANCOVA was conducted at a 95% confidence level. The abridged results of the MANCOVA are displayed in Table 42.

Television vs. Radio Sequence MANCOVA						
	Type III Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**	**Partial Eta Squared**
Television vs. **Radio Sequence**						
Recall	.047	1	.047	.040	.841	.000
Attitude toward the Ad	1.506	1	1.506	3.019	.083	.009
Attitude toward the Ad – Cognitive	**3.987**	**1**	**3.987**	**6.881**	**.009**	**.021**
Attitude toward the Ad – Affective	.567	1	.567	.516	.473	.002
Attitude toward the Ad – Credible	.005	1	.005	.005	.945	.000
Attitude toward the Brand	.023	1	.023	.057	.812	.000
Attitude toward the Brand – Factor One	.144	1	.144	.172	.679	.001
Attitude toward the Brand – Factor Two	.006	1	.006	.007	.933	.000
Attitude toward the Brand – Factor Three	.162	1	.162	.190	.663	.001
Purchase Intention	3.361	1	3.361	1.942	.164	.006
I would like to try Castle Lager	6.376	1	6.376	2.532	.113	.008
I would buy Castle Lager if I saw it	3.192	1	3.192	1.283	.258	.004
I would seek out Castle Lager for purchase	1.411	1	1.411	.674	.412	.002
Error						
Recall	382.752	326	1.174			
Attitude toward the Ad	162.591	326	.499			
Attitude toward the Ad – Cognitive	188.896	326	.579			
Attitude toward the Ad – Affective	358.297	326	1.099			
Attitude toward the Ad – Credible	327.851	326	1.006			
Attitude toward the Brand	133.931	326	.411			
Attitude toward the Brand – Factor One	273.546	326	.839			
Attitude toward the Brand – Factor Two	292.848	326	.898			
Attitude toward the Brand – Factor Three	278.639	326	.855			
Purchase Intention	564.233	326	1.731			
I would like to try Castle Lager	820.868	326	2.518			
I would buy Castle Lager if I saw it	811.152	326	2.488			
I would seek out Castle Lager for purchase	682.993	326	2.095			
Total						
Recall	3279.959	337				
Attitude toward the Ad	5853.774	337				
Attitude toward the Ad – Cognitive	5048.960	337				
Attitude toward the Ad – Affective	6875.770	337				
Attitude toward the Ad – Credible	7002.976	337				
Attitude toward the Brand	5834.095	337				
Attitude toward the Brand – Factor One	5440.502	337				
Attitude toward the Brand – Factor Two	7767.840	337				
Attitude toward the Brand – Factor Three	5634.234	337				
Purchase Intention	4706.100	337				
I would like to try Castle Lager	7078.085	337				
I would buy Castle Lager if I saw it	5307.540	337				
I would seek out Castle Lager for purchase	2908.376	337				

Table 42: Television vs. Radio Sequence MANCOVA

The results of the MANCOVA lead to the rejection of the null hypothesis only for Attitude toward the Ad – Cognitive (F=6.881,

p=.009). Therefore, it can be concluded that sequence of television and radio does not influence recall, Attitude toward to the Brand, or purchase intention. There is, however, weak partial support that Attitude toward the Ad aggregate scale (F= 3.019, *p*=.083) is influenced by the sequence of television and radio. Descriptive statistics are provided in Table 43.

Television vs. Radio Sequence Descriptive Statistics					
	Sequence	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Recall	T.V. Then Radio	2.942	.085	2.775	3.108
	Radio Then T.V.	2.918	.083	2.755	3.081
Attitude toward the Ad	T.V. Then Radio	4.171	.055	4.063	4.280
	Radio Then T.V.	4.037	.054	3.931	4.143
Attitude toward the Ad – Cognitive	T.V. Then Radio	3.900	.059	3.783	4.017
	Radio Then T.V.	3.681	.058	3.567	3.796
Attitude toward the Ad – Affective	T.V. Then Radio	4.431	.082	4.270	4.592
	Radio Then T.V.	4.349	.080	4.191	4.506
Attitude toward the Ad – Credible	T.V. Then Radio	4.440	.078	4.286	4.594
	Radio Then T.V.	4.447	.077	4.297	4.598
Attitude toward the Brand	T.V. Then Radio	4.117	.050	4.019	4.215
	Radio Then T.V.	4.100	.049	4.004	4.197
Attitude toward the Brand – Factor One	T.V. Then Radio	3.929	.072	3.788	4.070
	Radio Then T.V.	3.887	.070	3.750	4.025
Attitude toward the Brand – Factor Two	T.V. Then Radio	4.707	.074	4.561	4.852
	Radio Then T.V.	4.698	.072	4.555	4.840
Attitude toward the Brand – Factor Three	T.V. Then Radio	3.957	.072	3.815	4.099
	Radio Then T.V.	4.001	.071	3.862	4.141
Purchase Intention	T.V. Then Radio	3.537	.103	3.335	3.739
	Radio Then T.V.	3.336	.101	3.138	3.534
I would like to try Castle Lager	T.V. Then Radio	4.350	.124	4.106	4.593
	Radio Then T.V.	4.073	.121	3.834	4.312
I would buy Castle Lager if I saw it	T.V. Then Radio	3.675	.123	3.432	3.917
	Radio Then T.V.	3.479	.121	3.242	3.716
I would seek out Castle Lager for purchase	T.V. Then Radio	2.587	.113	2.365	2.810
	Radio Then T.V.	2.457	.111	2.239	2.675

Table 43: Television vs. Radio Sequence Descriptive Statistics

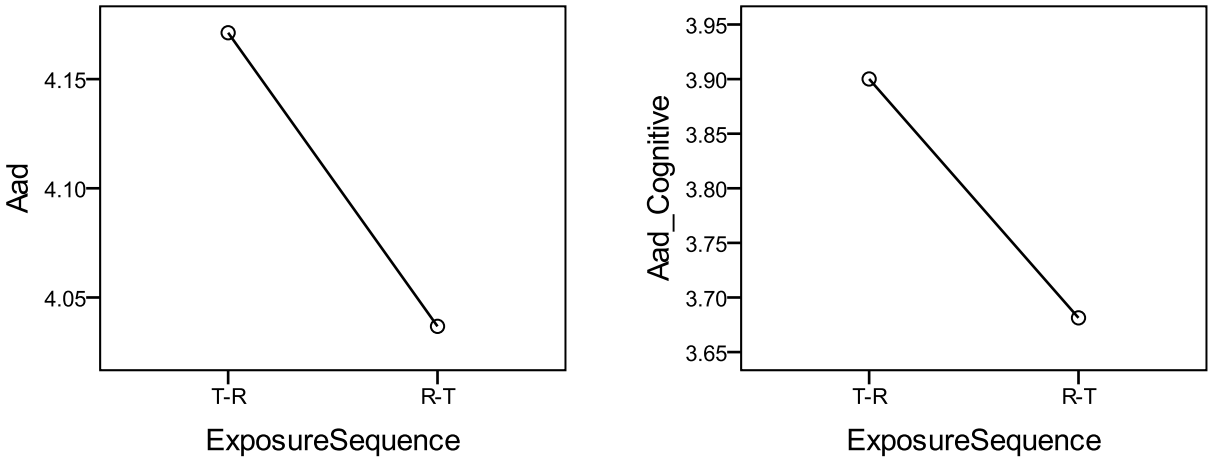


Figure 18: Television vs. Radio Sequence Mean Plots

As shown in the descriptive statistics and mean plots, the sequence of exposure varies Attitude toward the Ad – Cognitive and Affective factors and Attitude toward the Ad aggregate scale. Both report a higher mean score when television precedes radio. However, only the Cognitive factor is significant. Attitude toward the Ad aggregate scale is partly significant (F=3.019, *p*=.083).

Hypothesis 4: When exposure to television advertisement precedes exposure to print advertising			
Recall	**Attitude toward the Ad**	**Attitude toward the Brand**	**Purchase Intention**
Will display high variance than the reverse sequence when the number of exposures to the advertising message is constant			

It was hypothesised that the sequence of media tools used would influence recall, advertisement attitudes, brand attitudes, and intentions to purchase when total advertisement exposure was constant. In particular, it was hypothesised that television preceding print would be superior to the reverse sequence. To test this hypothesis a MANCOVA was conducted at a 95% confidence level. The abridged results of the MANCOVA are displayed in Table 44.

Television vs. Print Sequence MANCOVA						
	Type III Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**	**Partial Eta Squared**
Television vs. Print Sequence						
Recall	1.788	1	1.788	1.554	.213	.002
Attitude toward the Ad	1.397	1	1.397	2.853	.092	.004
Attitude toward the Ad – Cognitive	1.876	1	1.876	3.201	.074	.005
Attitude toward the Ad – Affective	.533	1	.533	.510	.476	.001
Attitude toward the Ad – Credible	.921	1	.921	.961	.327	.002
Attitude toward the Brand	.026	1	.026	.067	.796	.000
Attitude toward the Brand – Factor One	.211	1	.211	.255	.614	.000
Attitude toward the Brand – Factor Two	.007	1	.007	.008	.929	.000
Attitude toward the Brand – Factor Three	.008	1	.008	.010	.919	.000
Purchase Intention	3.100	1	3.100	1.841	.175	.003
I would like to try Castle Lager	5.670	1	5.670	2.317	.128	.004
I would buy Castle Lager if I saw it	3.226	1	3.226	1.307	.253	.002
I would seek out Castle Lager for purchase	1.219	1	1.219	.615	.433	.001
Error						
Recall	733.900	638	1.150			
Attitude toward the Ad	312.250	638	.489			
Attitude toward the Ad – Cognitive	373.839	638	.586			
Attitude toward the Ad – Affective	667.901	638	1.047			
Attitude toward the Ad – Credible	611.725	638	.959			
Attitude toward the Brand	248.086	638	.389			
Attitude toward the Brand – Factor One	527.935	638	.827			
Attitude toward the Brand – Factor Two	598.063	638	.937			
Attitude toward the Brand – Factor Three	497.947	638	.780			
Purchase Intention	1074.338	638	1.684			
I would like to try Castle Lager	1561.171	638	2.447			
I would buy Castle Lager if I saw it	1574.678	638	2.468			
I would seek out Castle Lager for purchase	1263.932	638	1.981			
Total						
Recall	6205.584	649				
Attitude toward the Ad	11324.381	649				
Attitude toward the Ad – Cognitive	9958.777	649				
Attitude toward the Ad – Affective	13053.916	649				
Attitude toward the Ad – Credible	13368.175	649				
Attitude toward the Brand	11084.910	649				
Attitude toward the Brand – Factor One	10290.976	649				
Attitude toward the Brand – Factor Two	14505.332	649				
Attitude toward the Brand – Factor Three	11007.818	649				
Purchase Intention	8694.058	649				
I would like to try Castle Lager	13180.997	649				
I would buy Castle Lager if I saw it	9852.032	649				
I would seek out Castle Lager for purchase	5274.973	649				

Table 44: Television vs. Print Sequence MANCOVA

From the MANCOVA it was apparent that the sequence of television and print do not significantly alter recall advertisement or

brand attitudes or intentions to purchase (*P* >.05). Therefore, this hypothesis is not supported. Descriptive statistics are provided in Table 45.

Television vs. Radio Sequence Descriptive Statistics					
	Sequence	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Recall	T.V. Then Print	2.954	.061	2.834	3.074
	Print Then T.V.	2.849	.058	2.734	2.963
Attitude toward the Ad	T.V. Then Print	4.162	.040	4.084	4.240
	Print Then T.V.	4.069	.038	3.994	4.144
Attitude toward the Ad – Cognitive	T.V. Then Print	3.891	.044	3.806	3.977
	Print Then T.V.	3.783	.042	3.701	3.865
Attitude toward the Ad – Affective	T.V. Then Print	4.392	.058	4.278	4.506
	Print Then T.V.	4.334	.056	4.225	4.444
Attitude toward the Ad – Credible	T.V. Then Print	4.469	.056	4.359	4.578
	Print Then T.V.	4.393	.053	4.288	4.497
Attitude toward the Brand	T.V. Then Print	4.089	.036	4.019	4.159
	Print Then T.V.	4.076	.034	4.010	4.143
Attitude toward the Brand – Factor One	T.V. Then Print	3.891	.052	3.790	3.993
	Print Then T.V.	3.855	.050	3.758	3.952
Attitude toward the Brand – Factor Two	T.V. Then Print	4.619	.055	4.511	4.727
	Print Then T.V.	4.626	.053	4.522	4.729
Attitude toward the Brand – Factor Three	T.V. Then Print	4.024	.050	3.925	4.122
	Print Then T.V.	4.016	.048	3.922	4.111
Purchase Intention	T.V. Then Print	3.420	.074	3.275	3.566
	Print Then T.V.	3.281	.071	3.143	3.420
I would like to try Castle Lager	T.V. Then Print	4.220	.089	4.045	4.395
	Print Then T.V.	4.032	.085	3.865	4.199
I would buy Castle Lager if I saw it	T.V. Then Print	3.561	.089	3.385	3.736
	Print Then T.V.	3.419	.086	3.251	3.587
I would seek out Castle Lager for purchase	T.V. Then Print	2.481	.080	2.324	2.638
	Print Then T.V.	2.394	.077	2.243	2.544

Table 45: Television vs. Radio Sequence Descriptive Statistics

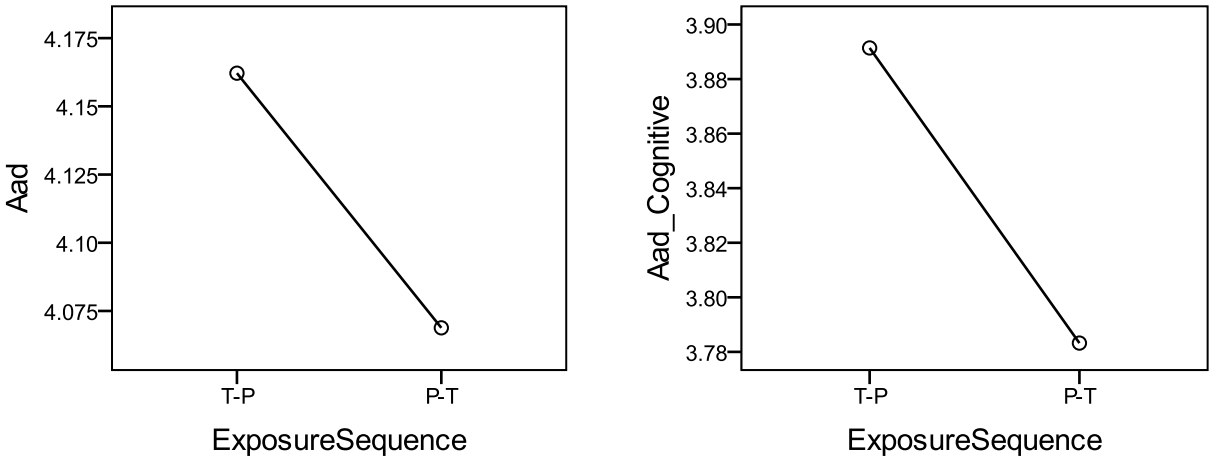


Figure 19: Television vs. Radio Sequence Mean Plots

However, as reported in the descriptive statistics and mean plots, when television precedes the exposure sequence Attitude toward the Ad aggregate scale and Attitude toward the Ad – Cognitive demonstrate higher average score. This is partly and very weakly significant as ($p < .10$).

Hypothesis 5: There will be no difference between radio and print advertising sequences in:			
Recall	**Attitude toward the Ad**	**Attitude toward the Brand**	**Purchase Intention**
When the number of exposures to the advertising message is constant			

It was hypothesised that the sequence of media tools used would influence recall, advertisement attitudes, brand attitudes, and intentions to purchase when the number of total exposures was constant. However, it was hypothesised that the sequencing effects of radio and print advertising would not product significant results. To test this hypothesis a MANCOVA was conducted at a 95% confidence level. The abridged results of the MANCOVA are displayed in Table 46.

Radio vs. Print Sequence MANCOVA						
	Type III Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**	**Partial Eta Squared**
Radio vs. Print Sequence						
Recall	.000	1	.000	.000	.997	.000
Attitude toward the Ad	.128	1	.128	.517	.473	.002
Attitude toward the Ad – Cognitive	.148	1	.148	.445	.505	.001
Attitude toward the Ad – Affective	.598	1	.598	.878	.350	.003
Attitude toward the Ad – Credible	1.133	1	1.133	1.696	.194	.005
Attitude toward the Brand	.321	1	.321	1.107	.293	.003
Attitude toward the Brand – Factor One	.489	1	.489	.779	.378	.002
Attitude toward the Brand – Factor Two	.168	1	.168	.207	.649	.001
Attitude toward the Brand – Factor Three	.406	1	.406	.790	.375	.002
Purchase Intention	2.368	1	2.368	1.522	.218	.005
I would like to try Castle Lager	2.461	1	2.461	1.043	.308	.003
I would buy Castle Lager if I saw it	4.923	1	4.923	2.164	.142	.006
I would seek out Castle Lager for purchase	.687	1	.687	.373	.542	.001
Error						
Recall	363.008	332	1.093			
Attitude toward the Ad	81.981	332	.247			
Attitude toward the Ad – Cognitive	110.196	332	.332			
Attitude toward the Ad – Affective	226.216	332	.681			
Attitude toward the Ad – Credible	221.928	332	.668			
Attitude toward the Brand	96.275	332	.290			
Attitude toward the Brand – Factor One	208.618	332	.628			
Attitude toward the Brand – Factor Two	269.850	332	.813			
Attitude toward the Brand – Factor Three	170.498	332	.514			
Purchase Intention	516.489	332	1.556			
I would like to try Castle Lager	783.346	332	2.359			
I would buy Castle Lager if I saw it	755.345	332	2.275			
I would seek out Castle Lager for purchase	611.378	332	1.841			
Total						
Recall	1802.903	343				
Attitude toward the Ad	5923.103	343				
Attitude toward the Ad – Cognitive	5469.484	343				
Attitude toward the Ad – Affective	6453.409	343				
Attitude toward the Ad – Credible	6751.584	343				
Attitude toward the Brand	5937.963	343				
Attitude toward the Brand – Factor One	5753.446	343				
Attitude toward the Brand – Factor Two	7133.992	343				
Attitude toward the Brand – Factor Three	5793.584	343				
Purchase Intention	4551.069	343				
I would like to try Castle Lager	6767.912	343				
I would buy Castle Lager if I saw it	5078.492	343				
I would seek out Castle Lager for purchase	2901.597	343				

Table 46: Radio vs. Print Sequence MANCOVA

From the MANCOVA it was apparent that the sequence of radio and print do not significantly alter recall advertisement or brand attitudes or intentions to purchase (*P* >.05). Therefore, this

hypothesis is supported. Descriptive statistics are provided in Table 47.

Radio vs. Print Sequence Descriptive Statistics					
	Radio vs. Print	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Recall	Print then Radio	2.037	.078	1.885	2.190
	Radio then Print	2.038	.084	1.872	2.203
Attitude toward the Ad	Print then Radio	4.104	.037	4.032	4.177
	Radio then Print	4.144	.040	4.065	4.222
Attitude toward the Ad – Cognitive	Print then Radio	3.969	.043	3.885	4.053
	Radio then Print	3.927	.046	3.836	4.018
Attitude toward the Ad – Affective	Print then Radio	4.214	.061	4.094	4.335
	Radio then Print	4.300	.066	4.169	4.430
Attitude toward the Ad – Credible	Print then Radio	4.303	.061	4.184	4.422
	Radio then Print	4.421	.066	4.291	4.550
Attitude toward the Brand	Print then Radio	4.095	.040	4.016	4.173
	Radio then Print	4.157	.043	4.072	4.242
Attitude toward the Brand – Factor One	Print then Radio	3.980	.059	3.865	4.096
	Radio then Print	4.057	.064	3.932	4.183
Attitude toward the Brand – Factor Two	Print then Radio	4.447	.067	4.316	4.579
	Radio then Print	4.492	.072	4.350	4.635
Attitude toward the Brand – Factor Three	Print then Radio	4.013	.053	3.909	4.118
	Radio then Print	4.084	.058	3.970	4.197
Purchase Intention	Print then Radio	3.280	.092	3.098	3.462
	Radio then Print	3.450	.100	3.253	3.647
I would like to try Castle Lager	Print then Radio	3.984	.114	3.760	4.208
	Radio then Print	4.157	.123	3.914	4.399
I would buy Castle Lager if I saw it	Print then Radio	3.363	.112	3.143	3.583
	Radio then Print	3.608	.121	3.369	3.846
I would seek out Castle Lager for purchase	Print then Radio	2.494	.101	2.297	2.692
	Radio then Print	2.586	.109	2.371	2.800

Table 47: Radio vs. Print Sequence Descriptive Statistics

Multiple Media Hypotheses

Hypothesis 6: There will be certain media that will perform better when paired with other media in:			
Recall	**Attitude toward the Ad**	**Attitude toward the Brand**	**Purchase Intention**
Due to the inherent qualities within the media when the number of exposures to the advertising message is constant			

It was hypothesised that the combinations of media tools used would influence recall, advertisement attitudes, brand attitudes, and intentions to purchase when total advertisement exposure was constant. To test this hypothesis a MANCOVA was conducted at a 95% confidence level. The abridged results of the MANCOVA are displayed in Table 48.

Media Combination MANCOVA						
	Type III Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**	**Partial Eta Squared**
Media Combination						
Recall	**165.135**	**2**	**82.568**	**73.362**	**.000**	**.130**
Attitude toward the Ad	.036	2	.018	.045	.956	.000
Attitude toward the Ad – Cognitive	**3.669**	**2**	**1.835**	**3.655**	**.026**	**.007**
Attitude toward the Ad – Affective	3.403	2	1.701	1.853	.157	.004
Attitude toward the Ad – Credible	1.308	2	.654	.762	.467	.002
Attitude toward the Brand	.793	2	.396	1.116	.328	.002
Attitude toward the Brand – Factor One	**5.222**	**2**	**2.611**	**3.443**	**.032**	**.007**
Attitude toward the Brand – Factor Two	**9.915**	**2**	**4.957**	**5.595**	**.004**	**.011**
Attitude toward the Brand – Factor Three	1.212	2	.606	.873	.418	.002
Purchase Intention	2.073	2	1.036	.633	.531	.001
I would like to try Castle Lager	1.778	2	.889	.367	.693	.001
I would buy Castle Lager if I saw it	1.676	2	.838	.350	.705	.001
I would seek out Castle Lager for purchase	6.123	2	3.061	1.591	.204	.003
Error						
Recall	1102.966	980	1.125			
Attitude toward the Ad	398.687	980	.407			
Attitude toward the Ad – Cognitive	491.846	980	.502			
Attitude toward the Ad – Affective	899.832	980	.918			
Attitude toward the Ad – Credible	841.544	980	.859			
Attitude toward the Brand	348.111	980	.355			
Attitude toward the Brand – Factor One	743.248	980	.758			
Attitude toward the Brand – Factor Two	868.281	980	.886			
Attitude toward the Brand – Factor Three	679.821	980	.694			
Purchase Intention	1605.047	980	1.638			
I would like to try Castle Lager	2377.120	980	2.426			
I would buy Castle Lager if I saw it	2347.262	980	2.395			
I would seek out Castle Lager for purchase	1885.876	980	1.924			
Total						
Recall	8008.487	992				
Attitude toward the Ad	17247.484	992				
Attitude toward the Ad – Cognitive	15428.261	992				
Attitude toward the Ad – Affective	19507.325	992				
Attitude toward the Ad – Credible	20119.759	992				
Attitude toward the Brand	17022.873	992				
Attitude toward the Brand – Factor One	16044.422	992				
Attitude toward the Brand – Factor Two	21639.324	992				
Attitude toward the Brand – Factor Three	16801.402	992				
Purchase Intention	13245.127	992				
I would like to try Castle Lager	19948.908	992				
I would buy Castle Lager if I saw it	14930.524	992				
I would seek out Castle Lager for purchase	8176.570	992				

Table 48: Media Combination MANCOVA

From the MANCOVA it was apparent that media combination influences recall (F=73.362, *p*=.000); Attitude toward the Ad –

Cognitive (F=3.655, *p*=.026); and Attitude toward the Brand – Factor One (F=3.443, *p*=.032) and Two (F=5.595, *p*=.004). The media combination used does not significantly alter purchase intention (*P* >.05). Descriptive statistics and mean plots are provided in Table 49 and Figure 20.

Media Combination Descriptive Statistics					
	Media Combination	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Recall	T.V. and Radio	2.922[a]	.058	2.808	3.035
	T.V. and Print	2.873[a]	.060	2.755	2.991
	Radio and Print	2.039[a]	.057	1.927	2.152
Attitude toward the Ad	T.V. and Radio	4.108[a]	.035	4.040	4.177
	T.V. and Print	4.123[a]	.036	4.052	4.194
	Radio and Print	4.119[a]	.034	4.052	4.187
Attitude toward the Ad – Cognitive	T.V. and Radio	3.799[a]	.039	3.723	3.875
	T.V. and Print	3.878[a]	.040	3.799	3.957
	Radio and Print	3.946[a]	.038	3.871	4.021
Attitude toward the Ad – Affective	T.V. and Radio	4.391[a]	.052	4.288	4.494
	T.V. and Print	4.334[a]	.054	4.227	4.441
	Radio and Print	4.250[a]	.052	4.148	4.352
Attitude toward the Ad – Credible	T.V. and Radio	4.443[a]	.051	4.344	4.542
	T.V. and Print	4.414[a]	.053	4.311	4.517
	Radio and Print	4.357[a]	.050	4.258	4.455
Attitude toward the Brand	T.V. and Radio	4.111[a]	.033	4.047	4.175
	T.V. and Print	4.055[a]	.034	3.989	4.121
	Radio and Print	4.120[a]	.032	4.057	4.183
Attitude toward the Brand – Factor One	T.V. and Radio	3.912[a]	.048	3.818	4.005
	T.V. and Print	3.834[a]	.049	3.737	3.931
	Radio and Print	4.012[a]	.047	3.920	4.105
Attitude toward the Brand – Factor Two	T.V. and Radio	4.702[a]	.051	4.602	4.803
	T.V. and Print	4.540[a]	.053	4.435	4.645
	Radio and Print	4.465[a]	.051	4.365	4.565
Attitude toward the Brand – Factor Three	T.V. and Radio	3.981[a]	.045	3.892	4.071
	T.V. and Print	4.064[a]	.047	3.971	4.157
	Radio and Print	4.043[a]	.045	3.955	4.132
Purchase Intention	T.V. and Radio	3.400[a]	.070	3.263	3.538
	T.V. and Print	3.288[a]	.073	3.146	3.431
	Radio and Print	3.361[a]	.069	3.225	3.497
I would like to try Castle Lager	T.V. and Radio	4.161[a]	.085	3.994	4.328
	T.V. and Print	4.074[a]	.088	3.900	4.247
	Radio and Print	4.068[a]	.084	3.903	4.234
I would buy Castle Lager if I saw it	T.V. and Radio	3.536[a]	.085	3.370	3.702
	T.V. and Print	3.435[a]	.088	3.263	3.607
	Radio and Print	3.475[a]	.084	3.310	3.639
I would seek out Castle Lager for purchase	T.V. and Radio	2.505[a]	.076	2.356	2.653
	T.V. and Print	2.356[a]	.079	2.202	2.511
	Radio and Print	2.540[a]	.075	2.393	2.688

Table 49: Descriptive Statistics

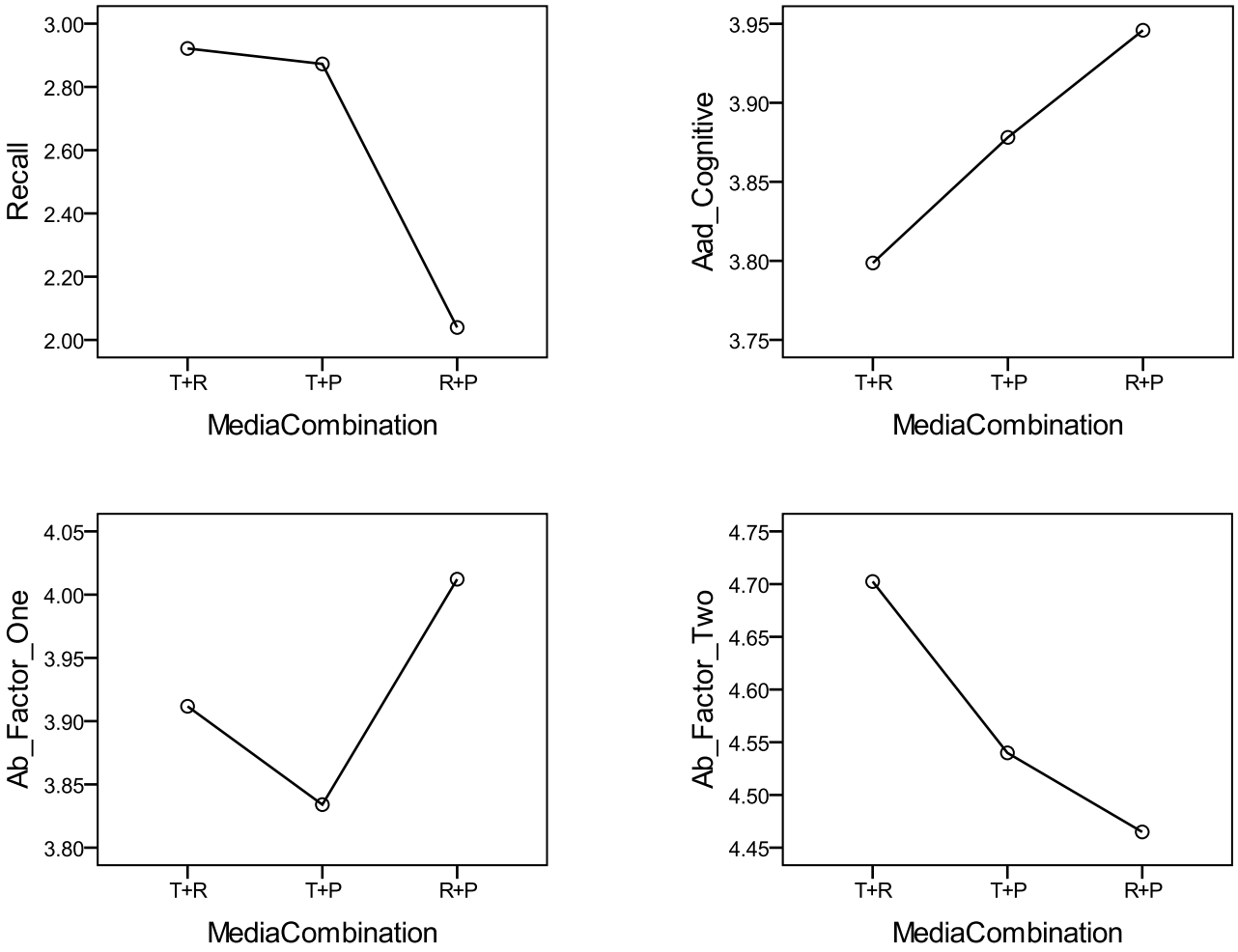


Figure 20: Media Combination Mean Plots

As shown in the descriptive statistics and mean plots, when radio and print are paired there was lower recall and a lower Attitude toward the Brand – Factor Two mean scores. Nevertheless, Attitude toward the Brand – Factor One reported a higher mean score when radio and print were paired. In general, recall was better if television was present. This gives partial support to the hypothesis.

Hypothesis 7: When television advertising is paired with radio advertising they will display higher variance in:			
Recall	**Attitude toward the Ad**	**Attitude toward the Brand**	**Purchase Intention**
Than when radio advertising is paired with print advertising			

It was hypothesised that the combination of media tools used would influence recall, advertisement attitudes, brand attitudes, and intentions to purchase when total advertisement exposure was constant. Specifically, it was hypothesised that television paired with radio would be superior to radio paired with print. To test this hypothesis a MANCOVA was conducted at a 95% confidence level. The abridged results of the MANCOVA are displayed in Table 50.

Television and Radio vs. Radio and Print MANCOVA						
	Type III Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**	**Partial Eta Squared**
Media Combination						
Recall	**132.144**	**1**	**132.144**	**117.536**	**.000**	**.149**
Attitude toward the Ad	.020	1	.020	.053	.817	.000
Attitude toward the Ad – Cognitive	**3.811**	**1**	**3.811**	**8.247**	**.004**	**.012**
Attitude toward the Ad – Affective	**3.414**	**1**	**3.414**	**3.869**	**.050**	**.006**
Attitude toward the Ad – Credible	1.356	1	1.356	1.627	.203	.002
Attitude toward the Brand	.014	1	.014	.041	.840	.000
Attitude toward the Brand – Factor One	1.747	1	1.747	2.392	.122	.004
Attitude toward the Brand – Factor Two	**9.872**	**1**	**9.872**	**11.660**	**.001**	**.017**
Attitude toward the Brand – Factor Three	.621	1	.621	.903	.342	.001
Purchase Intention	.245	1	.245	.149	.699	.000
I would like to try Castle Lager	1.428	1	1.428	.584	.445	.001
I would buy Castle Lager if I saw it	.617	1	.617	.260	.610	.000
I would seek out Castle Lager for purchase	.246	1	.246	.126	.723	.000
Error						
Recall	752.142	669	1.124			
Attitude toward the Ad	249.799	669	.373			
Attitude toward the Ad – Cognitive	309.173	669	.462			
Attitude toward the Ad – Affective	590.386	669	.882			
Attitude toward the Ad – Credible	557.605	669	.833			
Attitude toward the Brand	233.462	669	.349			
Attitude toward the Brand – Factor One	488.549	669	.730			
Attitude toward the Brand – Factor Two	566.415	669	.847			
Attitude toward the Brand – Factor Three	459.786	669	.687			
Purchase Intention	1097.253	669	1.640			
I would like to try Castle Lager	1636.594	669	2.446			
I would buy Castle Lager if I saw it	1584.165	669	2.368			
I would seek out Castle Lager for purchase	1307.505	669	1.954			
Total						
Recall	5082.862	680				
Attitude toward the Ad	11776.877	680				
Attitude toward the Ad – Cognitive	10518.444	680				
Attitude toward the Ad – Affective	13329.180	680				
Attitude toward the Ad – Credible	13754.560	680				
Attitude toward the Brand	11772.058	680				
Attitude toward the Brand – Factor One	11193.948	680				
Attitude toward the Brand – Factor Two	14901.832	680				
Attitude toward the Brand – Factor Three	11427.818	680				
Purchase Intention	9257.169	680				
I would like to try Castle Lager	13845.997	680				
I would buy Castle Lager if I saw it	10386.032	680				
I would seek out Castle Lager for purchase	5809.973	680				

Table 50: Television and Radio vs. Radio and Print MANCOVA

From the MANCOVA it was apparent that the media combination of television and radio vs. radio and print influences the level of recall

(F=117.536, *p*=.000); Attitude toward the Ad – Cognitive (F=8.247, *p*=.004) and Affective (F=3.869, *p*=.050); and Attitude toward the Brand – Factor Two (F=11.660, *p*=.001). The media combination utilised does not significantly alter reported purchase intention (*p* >.05). Therefore, partial support is offered that the media combination utilised influences advertisement attitudes for this hypothesis. Descriptive statistics and mean plots are provided in Table 51 and Figure 21.

Television and Radio vs. Radio and Print Descriptive Statistics					
	Media Combination	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Recall	T.V. and Radio	2.926	.058	2.812	3.040
	Radio and Print	2.041	.057	1.928	2.153
Attitude toward the Ad	T.V. and Radio	4.107	.033	4.042	4.173
	Radio and Print	4.118	.033	4.053	4.183
Attitude toward the Ad – Cognitive	T.V. and Radio	3.794	.037	3.721	3.867
	Radio and Print	3.944	.037	3.872	4.016
Attitude toward the Ad – Affective	T.V. and Radio	4.393	.051	4.292	4.493
	Radio and Print	4.250	.051	4.150	4.350
Attitude toward the Ad – Credible	T.V. and Radio	4.445	.050	4.348	4.543
	Radio and Print	4.356	.049	4.259	4.453
Attitude toward the Brand	T.V. and Radio	4.111	.032	4.048	4.175
	Radio and Print	4.120	.032	4.058	4.183
Attitude toward the Brand – Factor One	T.V. and Radio	3.911	.047	3.819	4.003
	Radio and Print	4.013	.046	3.922	4.104
Attitude toward the Brand – Factor Two	T.V. and Radio	4.706	.050	4.607	4.805
	Radio and Print	4.464	.050	4.366	4.562
Attitude toward the Brand – Factor Three	T.V. and Radio	3.982	.045	3.894	4.071
	Radio and Print	4.043	.045	3.955	4.131
Purchase Intention	T.V. and Radio	3.415	.070	3.278	3.553
	Radio and Print	3.377	.069	3.241	3.513
I would like to try Castle Lager	T.V. and Radio	4.182	.085	4.014	4.349
	Radio and Print	4.090	.085	3.923	4.256
I would buy Castle Lager if I saw it	T.V. and Radio	3.555	.084	3.390	3.720
	Radio and Print	3.495	.083	3.331	3.658
I would seek out Castle Lager for purchase	T.V. and Radio	2.509	.076	2.360	2.659
	Radio and Print	2.548	.076	2.399	2.696

Table 51: Television and Radio vs. Radio and Print Descriptive Statistics

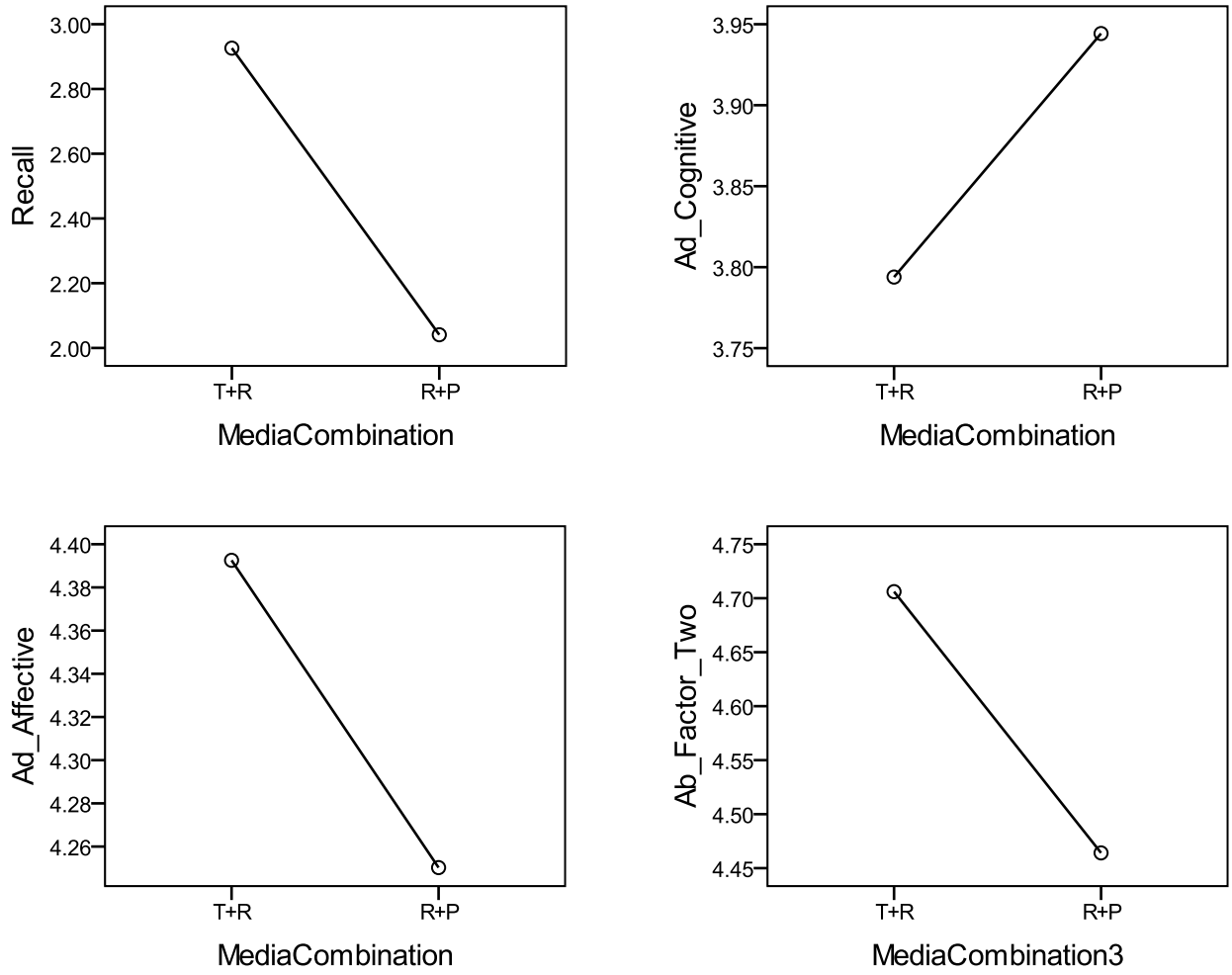


Figure 21: Television and Radio vs. Radio and Print Mean Plots

As shown in the descriptive statistics and mean plots, when radio and print are paired together there was lower reported recall, a lower score for Attitude toward the Brand – Factor Two, and a lower score on Attitude toward the Ad – Affective. However, Attitude toward the Ad – Cognitive reports a higher mean for when radio and print were paired together opposed to where radio and television

were paired. In general, if television was present there was a higher level of recall, which was expected.

Hypothesis 8: When television advertising is paired with print advertising they will display higher variance in:			
Recall	**Attitude toward the Ad**	**Attitude toward the Brand**	**Purchase Intention**
Than when radio is paired with print advertising			

It was hypothesised that the sequence of media tools used would influence recall, advertisement attitudes, brand attitudes, and intentions to purchase when total advertisement exposure was constant. Specifically, it was hypothesised that television paired with print would be superior to radio paired with print. To test this hypothesis a MANCOVA was conducted at a 95% confidence level. The abridged results of the MANCOVA are displayed in Table 52.

Television and Print vs. Radio and Print MANCOVA						
	Type III Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**	**Partial Eta Squared**
Media Combination						
Recall	**112.554**	**1**	**112.554**	**101.664**	**.000**	**.136**
Attitude toward the Ad	.005	1	.005	.013	.911	.000
Attitude toward the Ad – Cognitive	.717	1	.717	1.574	.210	.002
Attitude toward the Ad – Affective	1.235	1	1.235	1.486	.223	.002
Attitude toward the Ad – Credible	.576	1	.576	.732	.393	.001
Attitude toward the Brand	.623	1	.623	1.903	.168	.003
Attitude toward the Brand – Factor One	**4.952**	**1**	**4.952**	**6.889**	**.009**	**.011**
Attitude toward the Brand – Factor Two	.923	1	.923	1.040	.308	.002
Attitude toward the Brand – Factor Three	.108	1	.108	.178	.673	.000
Purchase Intention	.714	1	.714	.448	.503	.001
I would like to try Castle Lager	.026	1	.026	.011	.917	.000
I would buy Castle Lager if I saw it	.184	1	.184	.078	.780	.000
I would seek out Castle Lager for purchase	5.138	1	5.138	2.795	.095	.004
Error						
Recall	712.983	644	1.107			
Attitude toward the Ad	230.621	644	.358			
Attitude toward the Ad – Cognitive	293.267	644	.455			
Attitude toward the Ad – Affective	535.406	644	.831			
Attitude toward the Ad – Credible	506.623	644	.787			
Attitude toward the Brand	210.866	644	.327			
Attitude toward the Brand – Factor One	462.948	644	.719			
Attitude toward the Brand – Factor Two	571.348	644	.887			
Attitude toward the Brand – Factor Three	392.646	644	.610			
Purchase Intention	1025.549	644	1.592			
I would like to try Castle Lager	1530.802	644	2.377			
I would buy Castle Lager if I saw it	1521.614	644	2.363			
I would seek out Castle Lager for purchase	1183.576	644	1.838			
Total						
Recall	4728.528	655				
Attitude toward the Ad	11393.709	655				
Attitude toward the Ad – Cognitive	10379.301	655				
Attitude toward the Ad – Affective	12631.555	655				
Attitude toward the Ad – Credible	13116.782	655				
Attitude toward the Brand	11188.778	655				
Attitude toward the Brand – Factor One	10603.920	655				
Attitude toward the Brand – Factor Two	13871.484	655				
Attitude toward the Brand – Factor Three	11167.168	655				
Purchase Intention	8539.026	655				
I would like to try Castle Lager	12870.823	655				
I would buy Castle Lager if I saw it	9622.984	655				
I would seek out Castle Lager for purchase	5268.194	655				

Table 52: Television and Print vs. Radio and Print MANOVA

From the MANCOVA it was apparent that the media combination of television and print vs. radio and print influenced the level of recall

(F=101.664, *p*=.000) and Attitude toward the Brand – Factor One (F=6.889, *p*=.006). The media combination utilised does not significantly alter purchase intention or Attitude toward the Ad (*p* >.05). Therefore partial support is offered for the hypothesis that the media combination utilised influences recall and brand attitudes. Descriptive statistics and mean plots are provided in Table 53 and Figure 22.

Television and Print vs. Radio and Print Descriptive Statistics					
	Media Combination	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Recall	T.V. and Print	2.868	.060	2.751	2.985
	Radio and Print	2.036	.057	1.924	2.147
Attitude toward the Ad	T.V. and Print	4.127	.034	4.060	4.193
	Radio and Print	4.121	.032	4.058	4.185
Attitude toward the Ad – Cognitive	T.V. and Print	3.884	.038	3.809	3.959
	Radio and Print	3.950	.036	3.879	4.022
Attitude toward the Ad – Affective	T.V. and Print	4.337	.052	4.235	4.438
	Radio and Print	4.249	.049	4.153	4.346
Attitude toward the Ad – Credible	T.V. and Print	4.415	.050	4.316	4.514
	Radio and Print	4.355	.048	4.261	4.450
Attitude toward the Brand	T.V. and Print	4.058	.032	3.994	4.122
	Radio and Print	4.120	.031	4.059	4.181
Attitude toward the Brand – Factor One	T.V. and Print	3.838	.048	3.744	3.932
	Radio and Print	4.012	.046	3.922	4.103
Attitude toward the Brand – Factor Two	T.V. and Print	4.540	.053	4.435	4.645
	Radio and Print	4.465	.051	4.365	4.565
Attitude toward the Brand – Factor Three	T.V. and Print	4.067	.044	3.981	4.154
	Radio and Print	4.042	.042	3.959	4.125
Purchase Intention	T.V. and Print	3.274	.072	3.134	3.415
	Radio and Print	3.340	.068	3.206	3.474
I would like to try Castle Lager	T.V. and Print	4.053	.087	3.881	4.225
	Radio and Print	4.040	.083	3.877	4.204
I would buy Castle Lager if I saw it	T.V. and Print	3.418	.087	3.247	3.589
	Radio and Print	3.452	.083	3.288	3.615
I would seek out Castle Lager for purchase	T.V. and Print	2.351	.077	2.200	2.502
	Radio and Print	2.529	.073	2.385	2.673

Table 53: Television and Print vs. Radio and Print Descriptive Statistics

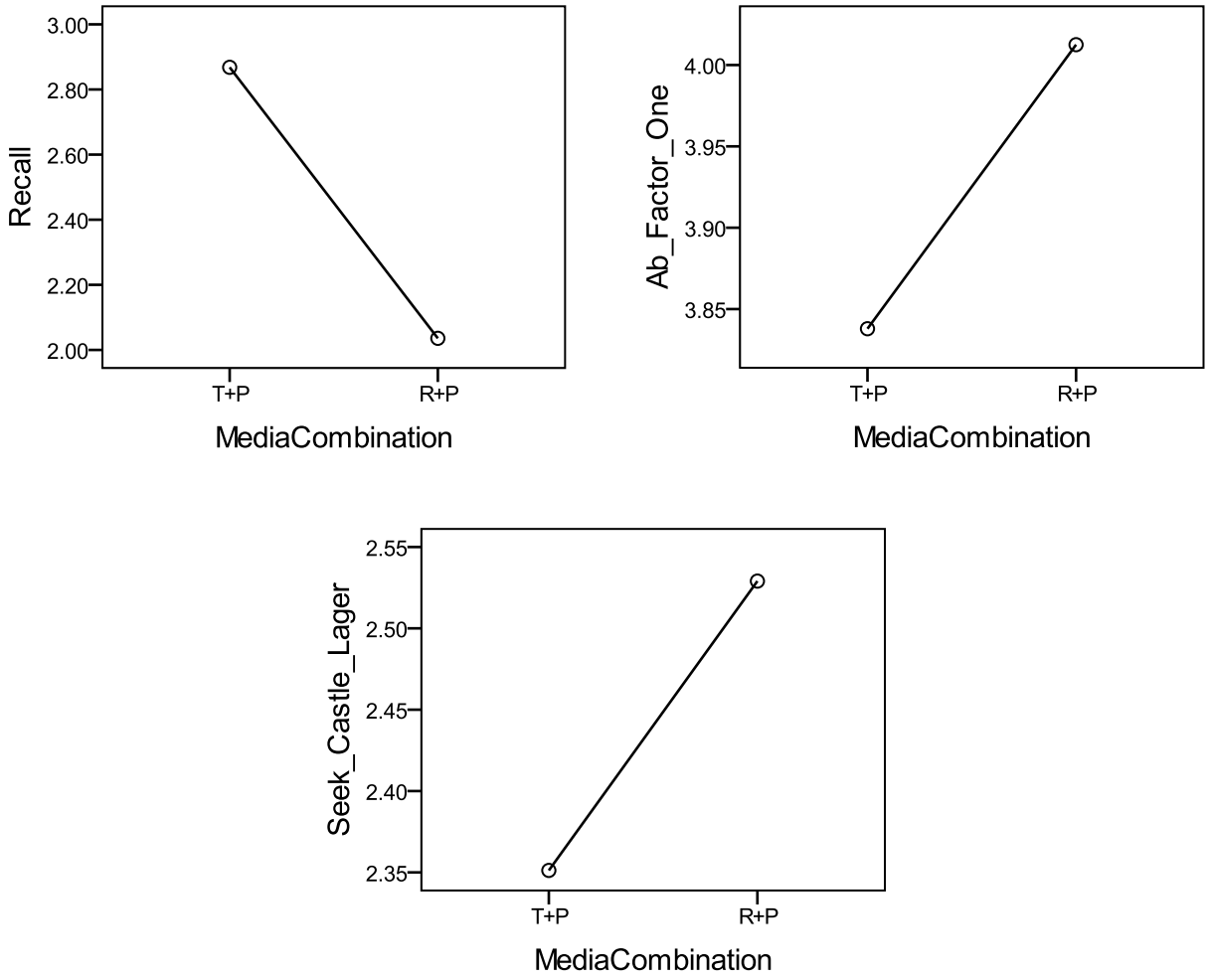


Figure 22: Television and Print vs. Radio and Print Mean Plots

As shown in the descriptive statistics and mean plots, when radio and print were paired there was lower recall compared to television and print. However, Attitude toward the Brand – Factor One reported a higher mean when radio and print were paired together compared to when television and television were paired. The propensity to seek out Castle Lager for purchase was partly

supported (F= 2.795, *p*=.095), with a higher reported score when radio and print were paired.

Hypothesis 9: When television advertising is paired with radio advertising they will display higher variance in:			
Recall	**Attitude toward the Ad**	**Attitude toward the Brand**	**Purchase Intention**
Than when television is paired with print advertising			

It was hypothesised that the sequence of media tools used would influence recall, advertisement attitudes, brand attitudes, and intentions to purchase when total advertisement exposure was constant. Specifically, it was hypothesised that television paired with radio would be superior to television paired with print. To test this hypothesis a MANCOVA was conducted at a 95% confidence level. The abridged results of the MANCOVA are displayed in Table 54.

Television and Print vs. Television and Radio MANCOVA						
	Type III Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**	**Partial Eta Squared**
Media Combination						
Recall	.362	1	.362	.314	.575	.000
Attitude toward the Ad	.020	1	.020	.040	.842	.000
Attitude toward the Ad – Cognitive	.888	1	.888	1.511	.219	.002
Attitude toward the Ad – Affective	.505	1	.505	.482	.488	.001
Attitude toward the Ad – Credible	.174	1	.174	.182	.670	.000
Attitude toward the Brand	.509	1	.509	1.310	.253	.002
Attitude toward the Brand – Factor One	1.021	1	1.021	1.236	.267	.002
Attitude toward the Brand – Factor Two	**3.900**	**1**	**3.900**	**4.188**	**.041**	**.007**
Attitude toward the Brand – Factor Three	1.059	1	1.059	1.360	.244	.002
Purchase Intention	2.139	1	2.139	1.269	.260	.002
I would like to try Castle Lager	1.256	1	1.256	.512	.475	.001
I would buy Castle Lager if I saw it	1.664	1	1.664	.673	.412	.001
I would seek out Castle Lager for purchase	3.910	1	3.910	1.978	.160	.003
Error						
Recall	735.325	638	1.153			
Attitude toward the Ad	313.627	638	.492			
Attitude toward the Ad – Cognitive	374.827	638	.588			
Attitude toward the Ad – Affective	667.929	638	1.047			
Attitude toward the Ad – Credible	612.472	638	.960			
Attitude toward the Brand	247.603	638	.388			
Attitude toward the Brand – Factor One	527.125	638	.826			
Attitude toward the Brand – Factor Two	594.170	638	.931			
Attitude toward the Brand – Factor Three	496.896	638	.779			
Purchase Intention	1075.299	638	1.685			
I would like to try Castle Lager	1565.586	638	2.454			
I would buy Castle Lager if I saw it	1576.241	638	2.471			
I would seek out Castle Lager for purchase	1261.241	638	1.977			
Total						
Recall	6205.584	649				
Attitude toward the Ad	11324.381	649				
Attitude toward the Ad – Cognitive	9958.777	649				
Attitude toward the Ad – Affective	13053.916	649				
Attitude toward the Ad – Credible	13368.175	649				
Attitude toward the Brand	11084.910	649				
Attitude toward the Brand – Factor One	10290.976	649				
Attitude toward the Brand – Factor Two	14505.332	649				
Attitude toward the Brand – Factor Three	11007.818	649				
Purchase Intention	8694.058	649				
I would like to try Castle Lager	13180.997	649				
I would buy Castle Lager if I saw it	9852.032	649				
I would seek out Castle Lager for purchase	5274.973	649				

Table 54: Television and Print vs. Television and Radio MANCOVA

From the MANCOVA one can conclude that the media combination of television and print vs. television and radio does not significantly

alter purchase intention attitude, toward the advertisement, or recall (p >.05). However, Attitude toward the Brand – Factor Two was statistically significant (F=4.188, p=.041). Therefore, this hypothesis is partly supported. Descriptive statistics and mean plots are provided in Table 55 and Figure 23.

Television and Print vs. Television and Radio Descriptive Statistics					
	Media Combination	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Recall	T.V. and Radio	2.922	.059	2.807	3.037
	T.V. and Print	2.874	.061	2.755	2.994
Attitude toward the Ad	T.V. and Radio	4.108	.038	4.033	4.183
	T.V. and Print	4.119	.040	4.041	4.197
Attitude toward the Ad – Cognitive	T.V. and Radio	3.799	.042	3.717	3.881
	T.V. and Print	3.874	.044	3.788	3.959
Attitude toward the Ad – Affective	T.V. and Radio	4.389	.056	4.279	4.499
	T.V. and Print	4.333	.058	4.219	4.447
Attitude toward the Ad – Credible	T.V. and Radio	4.445	.054	4.340	4.550
	T.V. and Print	4.412	.056	4.303	4.521
Attitude toward the Brand	T.V. and Radio	4.109	.034	4.043	4.176
	T.V. and Print	4.053	.035	3.984	4.123
Attitude toward the Brand – Factor One	T.V. and Radio	3.911	.050	3.813	4.008
	T.V. and Print	3.831	.052	3.730	3.932
Attitude toward the Brand – Factor Two	T.V. and Radio	4.698	.053	4.594	4.801
	T.V. and Print	4.542	.055	4.434	4.649
Attitude toward the Brand – Factor Three	T.V. and Radio	3.981	.048	3.886	4.075
	T.V. and Print	4.062	.050	3.964	4.160
Purchase Intention	T.V. and Radio	3.403	.071	3.264	3.543
	T.V. and Print	3.288	.074	3.143	3.433
I would like to try Castle Lager	T.V. and Radio	4.164	.086	3.996	4.332
	T.V. and Print	4.076	.089	3.901	4.250
I would buy Castle Lager if I saw it	T.V. and Radio	3.536	.086	3.367	3.704
	T.V. and Print	3.434	.089	3.258	3.609
I would seek out Castle Lager for purchase	T.V. and Radio	2.510	.077	2.360	2.661
	T.V. and Print	2.354	.080	2.197	2.511

Table 55: Television and Print vs. Television and Radio Descriptive Statistics

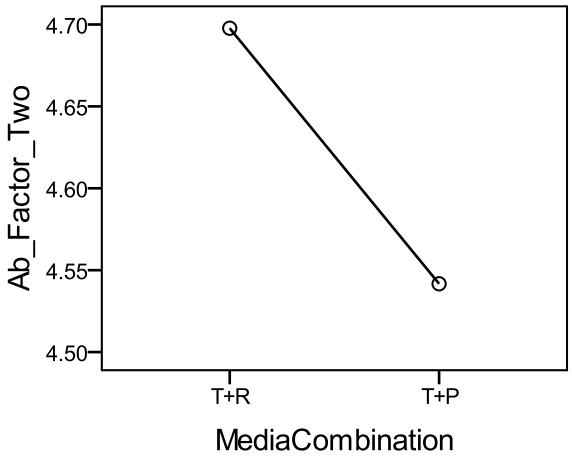


Figure 23: Television and Print vs. Television and Radio Mean Plots

As apparent from the descriptive statistics provided, the combination of television and radio provides a significantly higher score on Attitude toward the Brand – Factor Two than the combination of television and print advertising.

Conclusion

This section provided results of the research hypotheses as well as reporting the on methods used to acquire these results. A summary of the section and findings is as follows:

Sample size and composition– A review of the sample of 1848 was presented. Key findings include that three quarters of the sample were male and over 80% were aged 25 and under. A majority of the sample were North American (65.1%) and Australasian (19.4%).

Scale reliability and factor structure– Following factor analysis of the dependant variables, all the multi–item scales used in the study possessed more than adequate reliability, skewness, and kurtosis.

Initial results– Results were presented that detailed the effect of individual media on recall, attitudes, and purchase intention, with television being the most effective medium. Comparisons were also made between the various combinations of media.

Hypothesis testing– Each of the hypotheses presented was assessed individually and a summary of these findings are presented in Table 56.

Hypotheses Findings													
	Rec	**Aad**	**Aad 1**	**Aad 2**	**Aad 3**	**Ab**	**Ab 1**	**Ab 2**	**Ab 3**	**Ib**	**Ib 1**	**Ib 2**	**Ib 3**
H1	S		S	S	S			S					S
H2		P			P								S
H3		P	S										
H4		P	P										
H5	S	S				S				S			
H6	S		S				S	S					
H7	S		S	S				S					
H8	S						S						P
H9								S					
Key	S = Supported P = Partial Support Blank or N = Not Supported												

Summary of Hypotheses			
Hypotheses Key		Dependent Key	
H1	Increasing exposures to the advertising message will influence reported levels of	**Rec**	Recall of advertisement
H2	The sequence of media tools utilised will influence levels of	**Aad**	Attitude toward the Ad
H3	When exposure to television advertising precedes exposure to radio advertising higher variance will occur than the reverse sequence in	**Aad 1**	Attitude toward the Ad – Cognitive
H4	When exposure to television advertisement precedes exposure to print advertising higher variance will occur than the reverse sequence in	**Aad 2**	Attitude toward the Ad – Affective
H5	When exposure to a radio advertisement precedes exposure to print advertisement higher variance will occur than the reverse sequence in	**Aad 3**	Attitude toward the Ad – Credible
H6	There will be certain media tools that will perform better when paired with other media tools in	**Ab**	Attitude toward the Brand
H7	When television advertising is paired with radio advertising they will display higher variance than when radio is paired with print in	**Ab 1**	Attitude toward the Brand – Factor One
H8	When television advertising is paired with print advertising they will display higher variance than when radio is paired with print in	**Ab 2**	Attitude toward the Brand – Factor Two
H9	When television advertising is paired with radio advertising they will display higher variance than when television is paired with print in	**Ab 3**	Attitude toward the Brand – Factor Three
		Ib	Purchase Intention
		Ib 1	I would like to try Castle Lager
		Ib 2	I would buy Castle Lager if I saw it
		Ib 3	I would seek out Castle Lager for purchase

Table 56: Summary of Hypotheses Findings

Discussion

This section will conclude the study. It begins with a discussion of the major findings of this research, theoretical and managerial implications, and limitations of the study. Presentation of future research possibilities concludes this section.

Summary of Findings

This section reviews the findings of the research in the results section, based on the hypotheses presented. Each area is presented in order and interpreted as a separate finding to maintain consistency with the format of previous sections. The findings are then discussed as a whole within the context of theoretical and managerial implications.

Repetition

The summary of the findings provided in Table 57 shows that repetition had a significant effect on the tested variables. It was found that recall, attitude toward the advertisement, attitude toward the brand, and purchase intention were all significantly influenced by repetition.

Summary of Repetition Effects	
When repetition increased…	
Recall	Increased
Attitude toward the Ad	N/C
Attitude toward the Ad – Cognitive	Decreased
Attitude toward the Ad – Affective	Increased
Attitude toward the Ad – Credibility	Increased
Attitude toward the Brand	N/C
Attitude toward the Brand – Factor One	N/C
Attitude toward the Brand – Factor Two	Increased
Attitude toward the Brand – Factor Three	N/C
Purchase Intention	N/C
I would like to try Castle Lager	N/C
I would buy Castle Lager if I saw it	N/C
I would seek out Castle Lager for purchase	Decreased

Table 57: Summary of Repetition Effects

- Recall

As expected, recall increased with increased exposure: this finding is consistent with the general understanding of increased advertisement exposure and recall (Berlyne, 1970; Cox & Cox, 1988; Fishbein & Ajzen, 1975; Lee, et al., 2005; McCullough & Ostrom, 1974; Melton, 1970; Mitchell & Olson, 1976; Singh & Cole, 1993). Additionally, this aligns with the Encoding Variability Theory (Melton, 1970) and the notion that the most appropriate repetition strategy may involve various media (Cacioppo & Petty, 1985; Janiszewski, et al., 2003).

- Attitude toward the Ad

While the Attitude toward the Ad aggregate scale as a whole did not demonstrate statistical significant, the individual factors within the scale did provide interesting findings. Increased advertisement

exposures corresponded with increased Affective and Credibility scores, again supporting the consensus opinion regarding the effects of repetition (Berlyne, 1970; Moorthy & Hawkins, 2005; Ray & Sawyer, 1971; Schumann, et al., 1990). This can be explained by a reduction in uncertainty (Berlyne, 1970) and increased opportunities to learn about the novel stimulus (Stang, 1975). Interestingly, as exposures increased, the cognitive evaluations of the advertisement decreased. This suggests that as exposures increased, cognitive responses became increasingly negative, confirming the research of Belch (1981). This suggests that increased elaboration decreases cognitive opinion. This result aligns with the Two Stage Attitude Modification model and Attitude Formation Theories. However, increased exposure provided extended opportunities to internalise the arguments presented: in this case participants disagreed with the advertisement's arguments (Cacioppo & Petty, 1979; Fishbein & Ajzen, 1975).

- Attitude toward the Brand

Only Attitude toward the Brand – Factor Two was significantly affected by increased exposure. Factor Two included the items Nice and Honest, which roughly correlate with the Affective and Credibility components of Attitude toward the Ad, suggesting that these components both operate in the same perceptual space and

confirming the Dual Mediation Hypothesis (Lutz, 1985). Additionally, this finding corroborates the notion presented by Kirmani (1997), where increased repetition influenced brand attitude positively.

- Purchase Intention

Purchase intention was also influenced by repetition. Increased exposure to the advertisement significantly decreased the likelihood of respondents' seeking out the Castle Lager brand for purchase. A parallel may be drawn between decreased cognitive evaluation of the Castle Lager advertisement and decreased purchase intention, providing further support for the Dual Mediation Hypothesis (Lutz, 1985). This finding confirms research suggesting that increased repetition can alter purchase intention negatively (Batra & Ray, 1986a; Singh & Cole, 1993).

Sequence

The summary of findings in Table 58 shows that the hypothesised effect of varying the sequence of media exposure was partly confirmed by the data. Purchase intention and attitude toward the advertisement were influenced by variation in the sequences of media exposure.

Summary of Sequence Effects	
When altering the sequence of media…	
Recall	N/C
Attitude toward the Ad	Varied
Attitude toward the Ad – Cognitive	Varied
Attitude toward the Ad – Affective	N/C
Attitude toward the Ad – Credibility	Varied
Attitude toward the Brand	N/C
Attitude toward the Brand – Factor One	N/C
Attitude toward the Brand – Factor Two	N/C
Attitude toward the Brand – Factor Three	N/C
Purchase Intention	N/C
I would like to try Castle Lager	N/C
I would buy Castle Lager if I saw it	N/C
I would seek out Castle Lager for purchase	Varied
Given three total exposures	

Table 58: Summary of Sequence Effects

- Recall

Recall was not significantly altered between the various media sequences. This finding was consistent with the past research into the field of media sequencing effects, whereby recall levels were not influenced by the sequence of media exposure (Marks & Kamins, 1988; Micu, 2005).

- Attitude toward the Ad

From the data, it was found that when television led the exposure sequence the Attitude toward the Ad - Cognitive ($p < .05$), Credibility ($p < .10$), and aggregate scale ($p < .10$), all reported higher average means. This suggests that a strong multi–sensory stimulus is needed to provide a reference point for the individual (Helson, 1964;

J. Jacoby, et al., 1983), thus allowing for replay effects (Edell & Keller, 1989, 1999).

Particularly, a higher mean score was recorded when television preceded radio, and this illustrates the replay effect of radio (Edell & Keller, 1989), which allows participants to replay the mental imagery of the television advertisements resulting in greater attitude formation.

A higher mean score was also recorded when television preceded print. This corroborates the findings of Edell and Keller (1999), who documented that a print reinforcement sequence was superior to a print teaser sequence. This indicates that there is a possible replay effect associated with print.

Finally, as expected, the sequence of print and radio did not alter Attitude toward the Ad. This confirms the assertion that a strong initial stimulus is required to provide a reference point for further elaboration (Anderson, 1971; Helson, 1964).

- Attitude toward the Brand

Attitude toward the Brand was not influenced by the sequence of media utilised. This is an unexpected result, as both attitude toward

the advertisement and purchase intentions were influenced by sequence. The fact that brand attitude was not influenced while these variables were is contrary to the idea of the Dual Mediated Hypothesis (Lutz, 1985).

- Purchase Intention

Television, when first in sequence, was the only factor that increased the intention to purchase, and only in the propensity to seek out Castle Lager for purchase. The mean scores for the intention to seek out Castle Lager mimicked those of Attitude toward the Ad, again affirming the importance of initial stimulus selection in initiating a replay effect (Edell & Keller, 1989; Helson, 1964). The fact that purchase intentions scores roughly followed Attitude toward the Ad scores gives support to the Dual Mediated Hypothesis (Lutz, 1985).

From these findings, a general conclusion can be made that preceding an exposure sequence with television is the most effective alternative (J. Jacoby, et al., 1983). This is likely due to a media replay effect and the importance of the lead stimulus, and confirms previous studies by: Micu and Thorson (2008), Smith and Vogt (1995), Loda and Coleman (2006), and Marks and Kamins (1988), suggesting the importance of advertising media sequence.

Multiple Media

The summary of the findings provided in Table 59 shows that multiple media had a partial effect on the outcome measures. The various combinations of media significantly altered recall, attitude toward the advertisement, attitude toward the brand, and purchase intention.

Summary of Multiple Media Effects	
When altering the combinations of media used…	
Recall	Varied
Attitude toward the Ad	N/C
Attitude toward the Ad – Cognitive	Varied
Attitude toward the Ad – Affective	Varied
Attitude toward the Ad – Credibility	N/C
Attitude toward the Brand	N/C
Attitude toward the Brand – Factor One	Varied
Attitude toward the Brand – Factor Two	Varied
Attitude toward the Brand – Factor Three	N/C
Purchase Intention	N/C
I would like to try Castle Lager	N/C
I would buy Castle Lager if I saw it	N/C
I would seek out Castle Lager for purchase	Varied

Table 59: Summary of Multiple Media Effects

- Recall

Results indicated that if a media combination contained television, it produced higher recall than if it did not. This finding provides evidence for the notion that if an individual receives the same message from a variety of media, the message is encoded into his or her memory in a more complex fashion than if only one medium is used (Melton, 1970). This enhances the likelihood that the information will be recalled correctly (Chang & Thorson, 2004). The

superiority of the television medium confirms research that television is multi–sensory and requires more processing from the individual (Chang & Thorson, 2004). It was expected that any combination that featured television would perform better than any combination that did not feature television advertising (Edell & Keller, 1989; J. Jacoby, et al., 1983). This was shown by the result that television and radio produce the greatest recall, closely followed by television and print. It appeared that print and radio produced the lowest recall.

As expected, the television and radio combination provided superior recall, providing further support for the superiority of multi–sensory formats (J. Jacoby, et al., 1983), and that television is better at evoking cognitive responses (Edell & Keller, 1989). The mean difference between the television-radio and television-print combination, however, was not statistically significant.

- Attitude toward the Ad

The Attitude toward the Ad – Cognitive factor was significantly influenced by the combination of media used. The combination of radio and print media produced a statistically significant higher mean score than the combination of television and print or television and radio. Following from previous findings of this research,

television allows for greater cognitive elaboration (Belch, 1981; Cacioppo & Petty, 1979; Fishbein & Ajzen, 1975) which has led to a lower cognitive evaluation of the Castle Lager advertisement. Simply put, as the participants increased their elaboration on the advertisement, their opinions grew increasingly negative. This finding affirms the findings of Belch (1981), who suggested that television decreases cognitive evaluation. When television and radio were compared to television and print, there was no significant difference in cognitive evaluation. This suggests that as television is a strong, multi-media stimulus, it outweighs the cognitive benefits of print or radio media.

The Affective factor was significantly higher for television and radio compared to the radio and print combination. This suggests that television advertising may operate via the peripheral route to persuasion (Krugman, 1965).

- Attitude toward the Brand

Attitude toward the Brand – Factor One and Factor Two were significantly altered by the media combination utilised.

The combination of radio and print produced the highest average mean score for Factor One. As noted previously, it was suggested

that television provided for greater cognitive elaboration; thus leading to lower scoring cognitive opinions of the advertising (Belch, 1981). Therefore, it is suggested that as television decreases cognitive opinion of the advertisement, the presence of television also decreased Attitude toward the Brand - Factor One. This finding provides support for the Dual Mediated Hypothesis (Lutz, 1985), as the cognitive evaluation of the advertisement influences attitude toward the brand. While it is suggested that television decreases cognitive opinions, conversely it can also be suggested that print increases the cognitive opinion of the brand. This would affirm the suggestion that if information exposure speed is controlled by the individual, it provides an enhanced opportunity to process information (J. Jacoby, et al., 1983). However when comparing television-print and television-radio combinations, there was no significant difference in Factor One means.

While Factor One scores mimicked cognitive elaboration scores, Factor Two closely matched the Attitude toward the Ad – Affective factor. This suggests that Factor Two may be the affective component of brand attitudes.

Factor Two scores were significantly higher for the television and radio combination. As noted previously, Factor Two roughly equates

to the affective features of the brand. This suggests that the television and radio combination is superior in forming affective responses. As the product category advertised was low-involvement in nature, it is suggested that television and radio offer peripheral persuasion, allowing for low–involvement processing to occur (Krugman, 1965). This finding also affirms the Dual Mediated Hypothesis (Lutz, 1985). The product category advertised was low–involvement in nature. Therefore, the impact of the enhanced opportunity to process information through print advertising was minimal.

- Purchase Intention

Media combination did not drastically influence purchase intention. Nevertheless, partial support is given to the superiority of the radio and print combination as the propensity to seek out Castle Lager for purchase is higher. Rather than substantiate the effectiveness of radio and print combination, however, it is assumed that television's negative cognitive effect decreased purchase intention. This provides further corroboration for the Dual Mediated Hypothesis (Lutz, 1985).

From these findings, a general conclusion can be made that media combination does influence measurable outcomes. Further,

confirmation is given that television provides a superior alternative in low-involvement situations (Krugman, 1965). Although it does decrease cognitive opinions of attitude toward the advertisement (Belch, 1981), which has a flow on effect towards attitude towards the brand and purchase intention (Lutz, 1985). These findings confirm the importance of media combinations on advertising outcomes.

Theoretical Contribution

Based on the findings discussed above, there are several general theoretical contributions from this research.

As this study was tasked with evaluating the effects of using multiple advertising media and the effects of varying exposure sequence, significant discussion was devoted to examining past research conducted in the field. The literature review of the current study documents that the body of research that specifically examines the effects of using multiple media and their sequence is limited. This fact, coupled with the findings of this exploratory research, which suggests that media combination and sequence of exposure influence advertisement outcomes, justifies the importance of further research in this area.

The findings of this research also in part re-affirm previous research endeavours. Specifically, limited support is found for: the Dual Mediated Hypothesis (Lutz, 1985), the notion of Integrated Marketing Communications (Carlson, et al., 1996; Cook, 1996; Duncan & Everett, 1993; Schultz & Kitchen, 1997), the effects of repetition on attitudes (Belch, 1981; Edell & Keller, 1999; Tavassoli, 1998), the Encoding Variability Theory (Melton, 1970), and the Adaptation Level Theory (Helson, 1964).

Managerial Implications

This research has several managerial implications. First, the combination of advertising media used to communicate a message influences some of the measurable outcomes of exposure to that message. For instance, while it had been found that a single exposure to a multi–sensory medium such as television is more effective than a combination of print and radio in inducing message recall, the combination of radio and print advertisements can result in a significantly higher purchase intention and opinion of the advertised brand. This indicates that specific media combinations may be better suited to meet particular strategic goals.

Likewise, the sequence of media exposure significantly influences the effectiveness of advertising. Specifically, leading with a strong

stimulus such as television and then using radio or print advertising in subsequent exposures as a reminder is more effective than the reverse sequence. This has strong implications for practitioners who may be able to maximise advertising spend effectiveness through specific media purchase strategies.

The effectiveness of individual media was also examined. In general, television was the most effective in stimulating recall, attitudes, and behavioural intentions. However, repeating the advertising message across multiple media was more effective. This multiple media approach may provide an opportunity to stave off advertising wear–out effects while increasing total advertising exposures. This approach also substantiates the benefits inherent with an Integrated Marketing Communication approach.

According to these findings, practitioners should utilise multiple media in advertising, ensure that the first communication provides a strong reference point, and use appropriate reminders to enhance the advertising campaign effectiveness.

Limitations

Several limitations are associated with the use of simulated experimental conditions, which require that caution should be taken in the interpretation of results.

Online experiments attempting to recreate a natural setting will obviously limit the external validity of any study. While attempts were made to ensure that each stimulus encountered by participants was as realistic as possible, the interaction between advertisement media and individual occurred within an experimental context and findings may not necessarily be replicable in the real world. For example, each media phase took place online in a single session; therefore, it must be assumed that there is no difference between watching television in a simulated living room while on a computer compared to the participant's own living room. The same can be assumed with the simulated driving and simulated reading experience.

A further factor that may contribute to reduced generalisability is the sampling method used. While the method sought out a broad, large sample with no specific limiting criteria through online and student recruitment, it is not a true random sampling procedure. Apparent trends within the returned data were present, For example a large

majority of the sample was male, North American, between the ages of 18–25, and was comprised of skilled users of the internet. Therefore, generalisations about the broader population cannot be made with great accuracy.

A further limitation of the study is the use of a specific product category (beer) as the key element of test advertisement. Findings of this study may be limited to this product category and results could possibly vary for other products. While efforts were made to record the influence of a respondents' attitude toward the product category, alcohol advertising as a whole is a contentious issue and may have affected the results to a greater degree than another, less controversial product categories.

Directions for Future Research

There are potential areas for future research expanding on contributions made by this project. Obvious opportunities exist to replicate the experiment in an offline environment, further increasing realism. Additionally, conducting the experiment in a more realistic setting may focus attention more on the stimuli presented rather than the interaction with the experiment. A limitation of the experimental procedure used meant that individuals' responses were recorded directly following exposure to the media. This,

coupled with the fact that participants were exposed to each media sequentially with no realistic break in between each exposure, provides support for conducting longitudinal studies. Recording participant's reactions over a larger timeframe would allow the attainment of increasingly reliable data.

Another possible extension of this research is to use a variety of brands and product categories as the test stimuli, as this study relied on only one brand. This would allow for the investigation of the difference between high and low–involvement products or familiar and unfamiliar brands. Further research may examine the content variables of the advertisements used such as colour and placement in print advertising, and the length of radio and television commercials and the various advertising appeals such as humour and fear.

Moreover, factors tested in this research may be extended. This research was limited to a maximum of three exposures to the stimulus. Pechmann & Stewart (1990) suggest that after six exposures to an advertisement individuals may exhibit wear–out and recall will decline. Evaluating a higher number of exposures and measuring wear–out increase the realism of the experimental setting. Additional factors that could be tested include comparative

versus non–comparative advertising arguments and increasing the number of media used, including outdoor advertising such as billboards, traditional media such as newspapers and magazines, and newer media such as internet advertising and viral marketing. Additional tools of integrated marketing communications such as publicity are also worthy for inclusion in future research. Utilising many different media would allow for testing of source credibility and persuasion inherent with each media used.

Conclusion

The previous section concluded the research process by discussing the results attained. As a concluding statement, summaries of each section are provided.

Introduction – provided the foundation of the study by providing the research background, establishing an outline of the thesis, and submitting research objectives.

Literature Review – provided a review of relevant literature to the research. An outline of the advertising was presented followed by specific models of the advertising process. A summary of common advertising media and their specific processing was followed by an overview of previous research in the topics of, Integrated Marketing Communications, the effects of advertisement repetition, the use of multiple advertising media, and sequence effects of multiple media.

Conceptual Framework and Hypotheses – synthesised findings from the literature and introduced the conceptual model of the study, using the work of Lutz (1985) as a base. This was used to form research hypotheses covering repetition, multiple media, and media sequencing.

Methodology – detailed the method used to test the research hypotheses listed in the previous section. Specific areas covered included the design of the between subjects factorial experiment, the stimulus materials, measurement scales used, the pre–test procedures utilised, and recruitment for the main study.

Results – presented the analysis performed on data gathered. Sample size composition and data examination techniques such as scale reliabilities and factor analysis were reported. The research hypotheses were tested. The results presented included hypothesis significance, size of effect, and mean scores.

Discussion – interpreted results presented in the previous section. Each hypothesis was discussed individually and then was followed by theoretical contributions, managerial implications, and limitations of the research. Finally, directions for future research were presented. Through this, the research objectives presented in the introduction of the research were met.

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Appendices

Appendix A: Website

Website Introduction Page

Participant Consent Form

Highlights:

- Confidential Responses
- 18 years of Age
- Free to Quit at Any Time

Full Details:

Dear Participant, you have been asked to take part in the research project described below and we thank you for visiting our web site. If you have any questions, please feel free to or e-mail Sam Grimwood or Dr David R. Fortin, the people mainly responsible for this study. The purpose of this study is to better understand the attitudes and opinions of those who interact with different media. Responses to these items will be collected through fill-out forms that you will submit to us online but remain confidential and we do not ask that you reveal your identity.

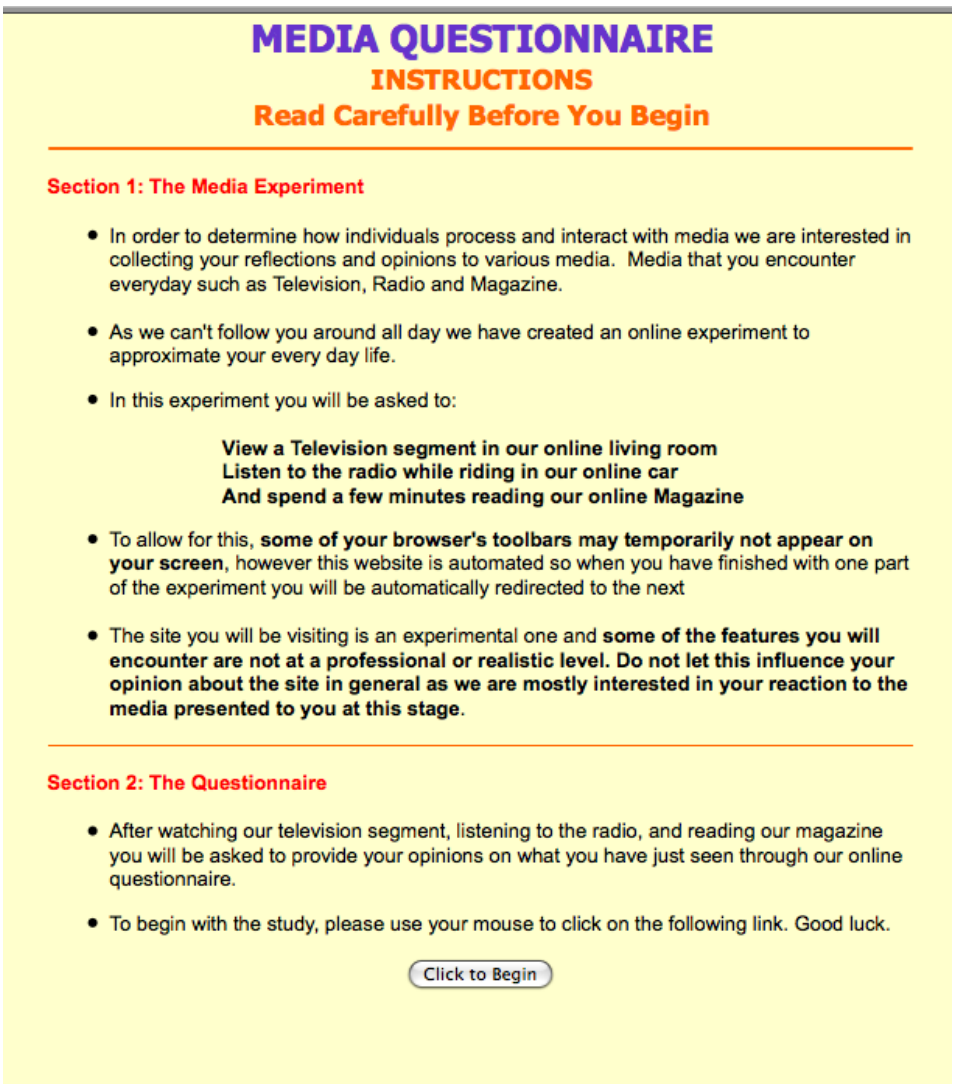
You must be at least 18 years old to participate in this research project. If you decide to take part in this study, your participation will involve viewing a series of media, specifically a reaction of television, radio and magazine and then filling out an online survey pertaining to your attitudes about what you have just seen. The possible risks or discomforts of the study are minimal. Although there are no direct benefits of the study, your answers will help increase the knowledge regarding people's attitudes and opinions about ther interaction with media. Your part in this study is anonymous. That means that your answers to all questions are private. No one else can know if you participated in this study and no one else can find out what your answers were. Scientific reports will be based on group data and will not identify you or any individual as being in this project.

The decision to participate in this research project is up to you. You do not have to participate and you can refuse to answer any question. Participation in this study is not expected to be harmful or injurious to you. However, if this study causes you any injury, you should e-mail Sam Grimwood or Dr David R. Fortin.

You are at least 18 years old. You have read the consent form and your questions have been answered to your satisfaction. Your filling out the survey implies your **consent** to participate in this study.

Click Here to Continue

Participant Consent Form



MEDIA QUESTIONNAIRE

INSTRUCTIONS

Read Carefully Before You Begin

Section 1: The Media Experiment

- In order to determine how individuals process and interact with media we are interested in collecting your reflections and opinions to various media. Media that you encounter everyday such as Television, Radio and Magazine.
- As we can't follow you around all day we have created an online experiment to approximate your every day life.
- In this experiment you will be asked to:

  View a Television segment in our online living room
  Listen to the radio while riding in our online car
  And spend a few minutes reading our online Magazine

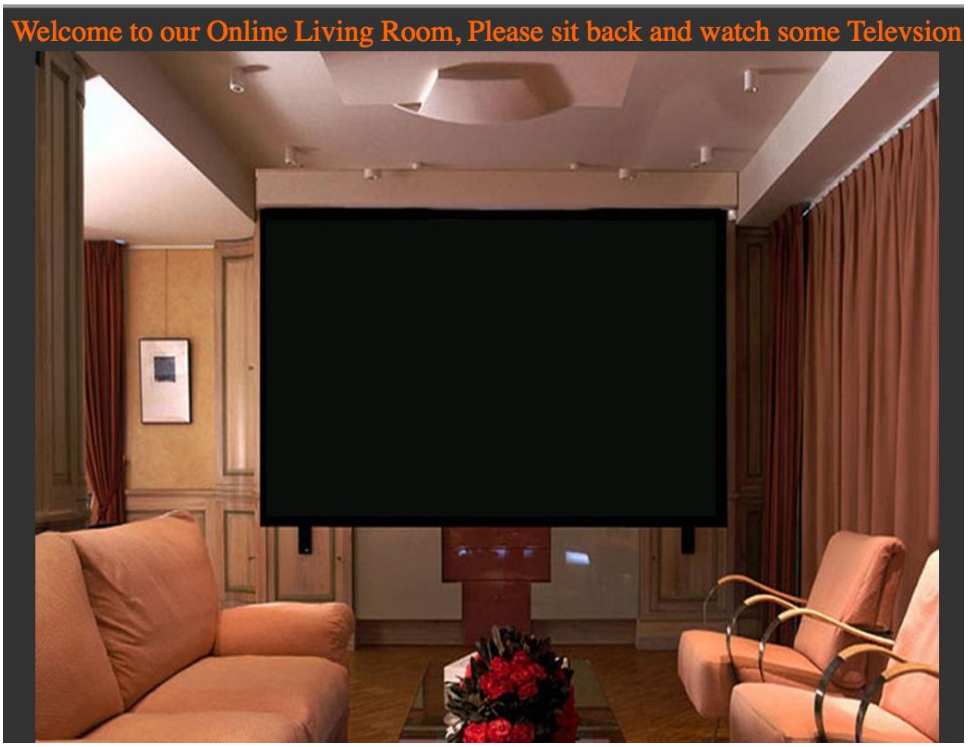
- To allow for this, **some of your browser's toolbars may temporarily not appear on your screen**, however this website is automated so when you have finished with one part of the experiment you will be automatically redirected to the next
- The site you will be visiting is an experimental one and **some of the features you will encounter are not at a professional or realistic level. Do not let this influence your opinion about the site in general as we are mostly interested in your reaction to the media presented to you at this stage**.

Section 2: The Questionnaire

- After watching our television segment, listening to the radio, and reading our magazine you will be asked to provide your opinions on what you have just seen through our online questionnaire.
- To begin with the study, please use your mouse to click on the following link. Good luck.

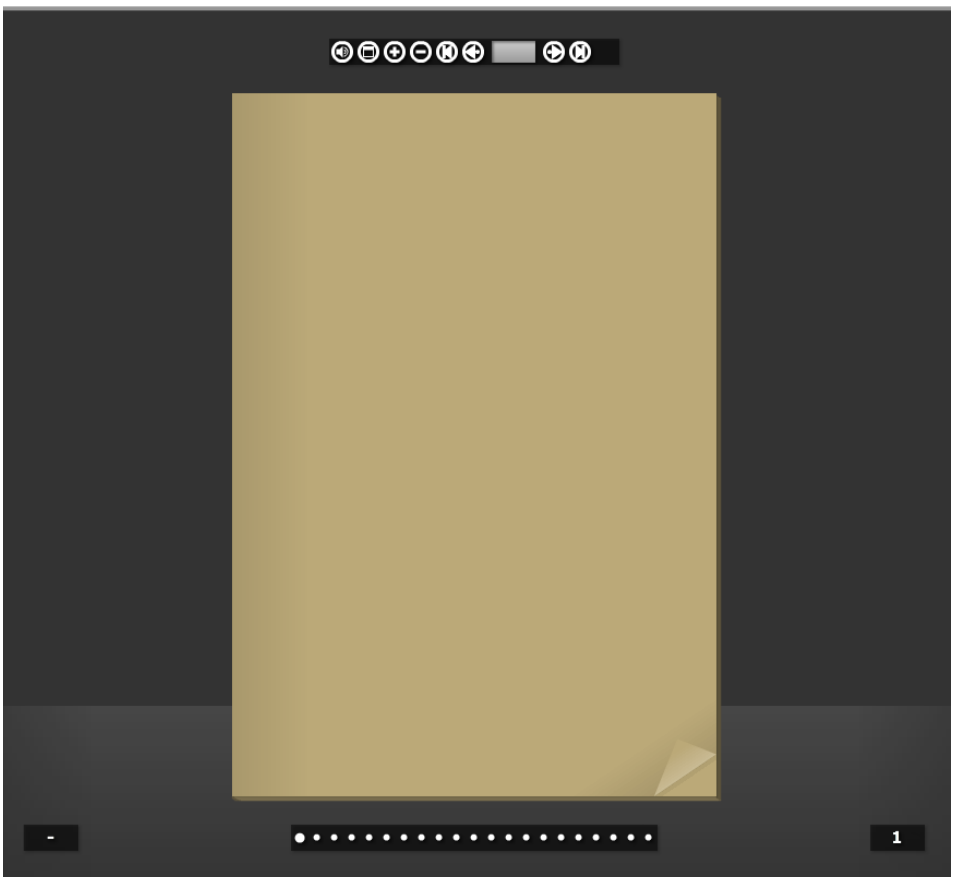
Click to Begin

Instructions Page

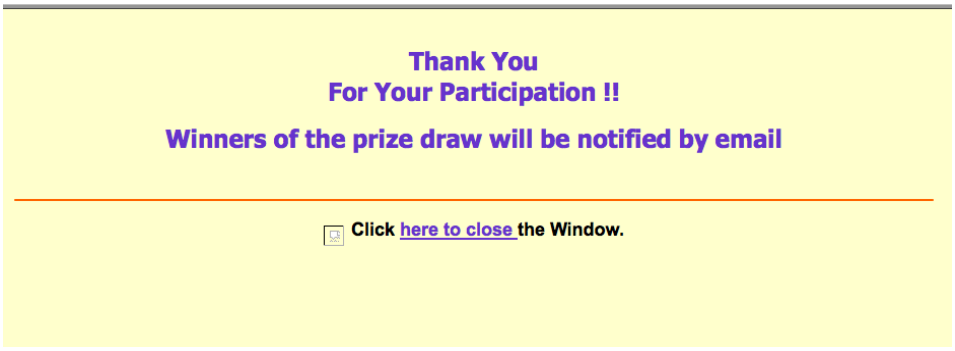


Television Phase

Radio Phase



Magazine Phase



Thank you page

Appendix B: Advertisements

Television Advertisement

Magazine Advertisement

Appendix C: Questionnaire

1. Demographics Page
Welcome to the Questionnaire!

Please note that:

- Your first impressions are important!
- Remember that there are no right or wrong answers
- It is important that you attempt to answer all the questions

  This questionnaire is short so please read the questions carefully and answer as truthfully as you can

Are you Male or Female?

- Male
- Female

What is your age?

- Under 18
- 18 –21
- 22 –25
- 26 –30
- 31 –40
- 41 –50
- 51 –60
- 61 or Over

In what country/region do you live?

How would you classify your annual household income level compared to others within your country or region?

- In the lower third of the population
- In the middle third of the population
- In the higher third of the population
- Prefer not to answer

- Not Sure

What is the highest level of education you have completed?

- Some High School
- High School
- Trade or Vocational Training
- Some College or University
- College or University Degree
- Post–Graduate Degree

On average how many hours do you spend online per week?

- An hour or less per week
- Between 1 and 10 hours per week
- Between 11 and 25 hours per week
- More than 25 hours

Overall, how do you rate your computer and Internet skills?

- I need lots of improvement
- I am comfortable but have things I would like to improve on
- I am very comfortable in the online environment.

2. General Advertising Attitudes

The following questions investigate your opinion toward all forms of advertising

On the scales below, please check the space that you feel best describes your opinion of all forms of advertising.

There is no right or wrong answers– all we are interested in is a response that accurately describes your opinion of advertising. Please answer all questions.

	Strongly Disagree			Neither agree nor disagree			Strongly Agree
Most advertising provides consumers with essential information	○	○	○	○	○	○	○
Advertising should be more closely regulated	○	○	○	○	○	○	○
Most advertising makes false claims	○	○	○	○	○	○	○
I enjoy most adverts	○	○	○	○	○	○	○
Most advertising is very annoying	○	○	○	○	○	○	○
If most advertising was eliminated consumers would be better off	○	○	○	○	○	○	○
Most advertising is intended to deceive rather than to inform consumers	○	○	○	○	○	○	○

3. Recall 1

The following questions are testing your memory by seeing what you can recall from the experiment you have just encountered.

Thinking about what you have just seen and heard can you remember a brand of beer being advertised?

- [ ] No
- [ ] Yes

If Yes (Could you please name the beer in the text box below)

Do you recall the slogan used to advertise the Beer Brand?

- [ ] Do you recall the slogan used to advertise the Beer Brand? No
- [ ] Yes

If Yes (Could you please write the slogan in the text box below)

4. Recall 2

The following questions are testing your memory by seeing what you can recall from the experiment you have just encountered.

Thinking about what you have just seen and heard can you remember L'Oreal being advertised?

Yes No

Thinking about what you have just seen and heard can you remember Apple Computers being advertised?

Yes No

Thinking about what you have just seen and heard can you remember Castle Lager being advertised?

Yes No

5. Recall 3

During the experiment, you were exposed to one, two, or three advertisements for Castle Lager. The following questions are testing your recall of these advertisements

What slogan was used to advertise Castle Lager?

- ○ 100% Pure Taste
- ◉ The taste that stood the test of time
- ○ The taste that feels alive!
- ○ A favourite for generations
- ○ None of the Above
- ○ Not Sure

Thinking back to the Castle Lager advertisements you have just encountered...

	Strongly Disagree			Neither agree nor disagree			Strongly Agree
I paid close attention to the advertisements	○	○	○	○	○	○	○
The advertisements caught my interest	○	○	○	○	○	○	○

Thinking back to the Castle Lager advertisements you have just encountered...

	Yes	No	Not Sure
Have you seen these advertisements before?	○	○	○
Have you seen this brand before?	○	○	○

6. Advertisement Attitudes

The following questions are testing your attitude toward the Castle Lager advertisements

On the scales below please check the space that you feel best describes the Castle Lager advertisement you have just encountered. If you cannot remember the advertisements please select "Can't Remember the Ad"

There is no right or wrong answers– all we are interested in is a response that accurately describes your opinion about the Castle Lager advertisements.

	Strongly Disagree			Neither agree nor disagree			Strongly Agree	Can't Remember the Ad
Eye Catching	○	○	○	◉	○	○	○	○
Likely	○	○	○	○	○	○	○	○
Authentic	○	○	○	○	○	○	○	○
Not Credible	○	○	○	○	○	○	○	○
Reasonable	○	○	○	○	○	○	○	○
Appealing	○	○	○	○	○	○	○	○
Trustworthy	○	○	○	○	○	○	○	○
Questionable	○	○	○	○	○	○	○	○
Convincing	○	○	○	○	○	○	○	○
Conclusive	○	○	○	○	○	○	○	○
Believable	○	○	○	○	○	○	○	○
Unattractive	○	○	○	○	○	○	○	○
Honest	○	○	○	○	○	○	○	○
Confusing	○	○	○	○	○	○	○	○
Informative	○	○	○	○	○	○	○	○

When thinking back to the Castle Lager advertisements you have just encountered...

	Unfavourable			Neither favourable nor unfavourable			Favourable
What is your overall reaction to the advertisements?	○	○	○	○	○	○	○

8. Brand Attitudes

The following questions are testing your attitude toward the Castle Lager brand

On the scales below, please check the space that you feel best describes the Castle Lager brand. Please answer even if you cannot remember seeing the Castle Lager advertisements we are interested in finding your opinion on the Castle Lager Brand.

There is no right or wrong answers– all we are interested in is a response that accurately describes your opinion about the Castle Lager brand.

	Strongly Disagree			Neither agree nor disagree			Strongly Agree
Attractive	○	○	○	○	○	○	○
Lively	○	○	○	○	○	○	○
Dishonest	○	○	○	○	○	○	○
Tasteful	○	○	○	○	○	○	○
Fascinating	○	○	○	○	○	○	○
Convincing	○	○	○	○	○	○	○
Boring	○	○	○	○	○	○	○
Comfortable	○	○	○	○	○	○	○
Colourful	○	○	○	○	○	○	○
Impressive	○	○	○	○	○	○	○
Gentle	○	○	○	○	○	○	○
Ugly	○	○	○	○	○	○	○
Fresh	○	○	○	○	○	○	○
Ordinary	○	○	○	○	○	○	○

On the scales below, please check the space that you feel best describes Castle Lager.

There are no right or wrong answers– all we are interested in is a response that accurately describes your opinion.

	Strongly Disagree			Neither agree nor disagree			Strongly Agree
I would like to try Castle Lager	○	○	○	○	○	○	○
I would actively seek out Castle Lager in a store in order to purchase it	○	○	○	○	○	○	○
I would buy Castle Lager if I happened to see it in a store	○	○	○	○	○	○	○

8. Beer Attitudes

The following questions are investigating your attitude toward beer drinking in general

What do you think of drinking beer in general?

There is no right or wrong answers– all we are interested in is a response that accurately describes your opinion about drinking beer.

	Strongly Disagree			Neither agree nor disagree			Strongly Agree
Involving	○	○	○	○	○	○	○
Relevant	○	○	○	○	○	○	○
Means a lot to me	○	○	○	○	○	○	○
Unimportant	○	○	○	○	○	○	○
Interesting	○	○	○	○	○	○	○
Worthless	○	○	○	○	○	○	○
Appealing	○	○	○	○	○	○	○
Exciting	○	○	○	○	○	○	○
Not Needed	○	○	○	○	○	○	○
Fascinating	○	○	○	○	○	○	○

9. Final Page
Thank you for completing this survey!

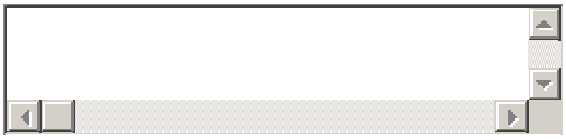
If you wish to be included in our prise draw, make sure you include your email address below. Remember that only completed surveys are eligible and multiple submissions will not be accepted.

Your email will not be passed on to a third–party spammed or misused in any way.
Please enter your name and email address

Name:

Email Address:

If you have any additional comments or questions you'd like to make please enter below. Thank you.



Appendix D: Complete Statistics

Hypothesis 1– Attitude toward the Brand

Levene's Test of Equality of Error Variances				
	F	df1	df2	Sig.
Attitude toward the Brand	5.631	3	1844	.001
Attitude toward the Brand – Factor One	4.548	3	1844	.004
Attitude toward the Brand – Factor Two	3.138	3	1844	.024
Attitude toward the Brand – Factor Three	6.502	3	1844	.000

Tests of Between–Subjects Effects							
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Attitude toward the Brand	59.567[a]	12	4.964	13.494	.000	.081
	Attitude toward the Brand – Factor One	75.174[b]	12	6.265	8.073	.000	.050
	Attitude toward the Brand – Factor Two	130.379[c]	12	10.865	12.109	.000	.073
	Attitude toward the Brand – Factor Three	41.406[d]	12	3.451	4.688	.000	.030
Intercept	Attitude toward the Brand	216.596	1	216.596	588.783	.000	.243
	Attitude toward the Brand – Factor One	201.765	1	201.765	260.022	.000	.124
	Attitude toward the Brand – Factor Two	274.966	1	274.966	306.458	.000	.143
	Attitude toward the Brand – Factor Three	210.965	1	210.965	286.630	.000	.135
Attitude toward Product Category	Attitude toward the Brand	20.368	1	20.368	55.369	.000	.029
	Attitude toward the Brand – Factor One	21.345	1	21.345	27.508	.000	.015
	Attitude toward the Brand – Factor Two	38.396	1	38.396	42.793	.000	.023
	Attitude toward the Brand – Factor Three	7.033	1	7.033	9.556	.002	.005
Attitude toward Advertising	Attitude toward the Brand	32.935	1	32.935	89.529	.000	.047
	Attitude toward the Brand – Factor One	38.528	1	38.528	49.652	.000	.026
	Attitude toward the Brand – Factor Two	69.030	1	69.030	76.936	.000	.040
	Attitude toward the Brand – Factor Three	19.093	1	19.093	25.940	.000	.014
Gender	Attitude toward the Brand	.731	1	.731	1.987	.159	.001
	Attitude toward the Brand – Factor One	1.915	1	1.915	2.468	.116	.001
	Attitude toward the Brand – Factor Two	2.058	1	2.058	2.294	.130	.001
	Attitude toward the Brand – Factor Three	.492	1	.492	.669	.414	.000
Age	Attitude toward the Brand	.001	1	.001	.002	.968	.000
	Attitude toward the Brand – Factor One	.022	1	.022	.029	.865	.000
	Attitude toward the Brand – Factor Two	.287	1	.287	.320	.572	.000
	Attitude toward the Brand – Factor Three	.029	1	.029	.040	.842	.000
Country of Origin	Attitude toward the Brand	.175	1	.175	.474	.491	.000
	Attitude toward the Brand – Factor One	.083	1	.083	.107	.744	.000
	Attitude toward the Brand – Factor Two	5.231	1	5.231	5.830	.016	.003
	Attitude toward the Brand – Factor Three	.925	1	.925	1.257	.262	.001
Household Income	Attitude toward the Brand	.382	1	.382	1.039	.308	.001
	Attitude toward the Brand – Factor One	2.760	1	2.760	3.557	.059	.002
	Attitude toward the Brand – Factor Two	.446	1	.446	.497	.481	.000
	Attitude toward the Brand – Factor Three	.463	1	.463	.630	.428	.000
Education Level	Attitude toward the Brand	.751	1	.751	2.043	.153	.001
	Attitude toward the Brand – Factor One	1.076	1	1.076	1.387	.239	.001
	Attitude toward the Brand – Factor Two	.039	1	.039	.043	.836	.000
	Attitude toward the Brand – Factor Three	3.317	1	3.317	4.507	.034	.002
Hours online per week	Attitude toward the Brand	.370	1	.370	1.004	.316	.001
	Attitude toward the Brand – Factor One	.801	1	.801	1.032	.310	.001
	Attitude toward the Brand – Factor Two	1.145	1	1.145	1.276	.259	.001
	Attitude toward the Brand – Factor Three	.576	1	.576	.782	.377	.000

Computer and Internet Skills	Attitude toward the Brand	1.000	1	1.000	2.718	.099	.001
	Attitude toward the Brand – Factor One	.909	1	.909	1.171	.279	.001
	Attitude toward the Brand – Factor Two	.886	1	.886	.987	.321	.001
	Attitude toward the Brand – Factor Three	4.165	1	4.165	5.659	.017	.003
Total Advertising Exposures	Attitude toward the Brand	.545	3	.182	.493	.687	.001
	Attitude toward the Brand – Factor One	2.696	3	.899	1.158	.324	.002
	Attitude toward the Brand – Factor Two	11.565	3	3.855	4.297	.005	.007
	Attitude toward the Brand – Factor Three	4.016	3	1.339	1.819	.142	.003
Error	Attitude toward the Brand	675.041	1835	.368			
	Attitude toward the Brand – Factor One	1423.881	1835	.776			
	Attitude toward the Brand – Factor Two	1646.428	1835	.897			
	Attitude toward the Brand – Factor Three	1350.595	1835	.736			
Total	Attitude toward the Brand	31813.778	1848				
	Attitude toward the Brand – Factor One	30246.035	1848				
	Attitude toward the Brand – Factor Two	40028.965	1848				
	Attitude toward the Brand – Factor Three	31206.502	1848				
Corrected Total	Attitude toward the Brand	734.608	1847				
	Attitude toward the Brand – Factor One	1499.055	1847				
	Attitude toward the Brand – Factor Two	1776.807	1847				
	Attitude toward the Brand – Factor Three	1392.001	1847				

Hypothesis 1– Purchase Intention

Levene's Test of Equality of Error Variances				
	F	df1	df2	Sig.
Purchase Intention	1.356	3	1844	.255
I would like to try Castle Lager	.312	3	1844	.817
I would buy Castle Lager if I saw it	2.181	3	1844	.088
I would seek out Castle Lager for purchase	1.803	3	1844	.145

Tests of Between–Subjects Effects							
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Purchase Intention	938.131[a]	12	78.178	47.435	.000	.237
	I would like to try Castle Lager	1644.791[b]	12	137.066	57.008	.000	.272
	I would buy Castle Lager if I saw it	1039.052[c]	12	86.588	35.631	.000	.189
	I would seek out Castle Lager for purchase	418.643[d]	12	34.887	18.033	.000	.105
Intercept	Purchase Intention	39.509	1	39.509	23.972	.000	.013
	I would like to try Castle Lager	52.831	1	52.831	21.973	.000	.012
	I would buy Castle Lager if I saw it	26.800	1	26.800	11.028	.001	.006
	I would seek out Castle Lager for purchase	41.106	1	41.106	21.247	.000	.011
Attitude toward Product Category	Purchase Intention	734.258	1	734.258	445.521	.000	.195
	I would like to try Castle Lager	1387.020	1	1387.020	576.885	.000	.239
	I would buy Castle Lager if I saw it	795.504	1	795.504	327.347	.000	.151
	I would seek out Castle Lager for purchase	251.038	1	251.038	129.758	.000	.066
Attitude toward Advertising	Purchase Intention	74.181	1	74.181	45.010	.000	.024
	I would like to try Castle Lager	71.634	1	71.634	29.794	.000	.016
	I would buy Castle Lager if I saw it	78.648	1	78.648	32.363	.000	.017
	I would seek out Castle Lager for purchase	72.361	1	72.361	37.402	.000	.020
Gender	Purchase Intention	2.644	1	2.644	1.604	.205	.001
	I would like to try Castle Lager	7.224	1	7.224	3.005	.083	.002
	I would buy Castle Lager if I saw it	1.375	1	1.375	.566	.452	.000
	I would seek out Castle Lager for purchase	1.036	1	1.036	.535	.464	.000
Age	Purchase Intention	14.252	1	14.252	8.647	.003	.005
	I would like to try Castle Lager	1.943	1	1.943	.808	.369	.000
	I would buy Castle Lager if I saw it	21.888	1	21.888	9.007	.003	.005
	I would seek out Castle Lager for purchase	27.596	1	27.596	14.264	.000	.008
Country of Origin	Purchase Intention	10.687	1	10.687	6.484	.011	.004
	I would like to try Castle Lager	16.069	1	16.069	6.684	.010	.004
	I would buy Castle Lager if I saw it	28.355	1	28.355	11.668	.001	.006
	I would seek out Castle Lager for purchase	.224	1	.224	.116	.734	.000
Household Income	Purchase Intention	1.193	1	1.193	.724	.395	.000
	I would like to try Castle Lager	2.489	1	2.489	1.035	.309	.001
	I would buy Castle Lager if I saw it	.550	1	.550	.226	.634	.000
	I would seek out Castle Lager for purchase	.917	1	.917	.474	.491	.000
Education Level	Purchase Intention	4.415	1	4.415	2.679	.102	.001
	I would like to try Castle Lager	9.215	1	9.215	3.833	.050	.002
	I would buy Castle Lager if I saw it	1.733	1	1.733	.713	.398	.000
	I would seek out Castle Lager for purchase	3.809	1	3.809	1.969	.161	.001
Hours online per week	Purchase Intention	.358	1	.358	.217	.641	.000
	I would like to try Castle Lager	.019	1	.019	.008	.929	.000
	I would buy Castle Lager if I saw it	.473	1	.473	.195	.659	.000
	I would seek out Castle Lager for purchase	1.550	1	1.550	.801	.371	.000
Computer and Internet Skills	Purchase Intention	7.709	1	7.709	4.677	.031	.003
	I would like to try Castle Lager	10.725	1	10.725	4.461	.035	.002
	I would buy Castle Lager if I saw it	10.587	1	10.587	4.357	.037	.002
	I would seek out Castle Lager for purchase	3.243	1	3.243	1.676	.196	.001
Total Advertising Exposures	Purchase Intention	6.766	3	2.255	1.369	.251	.002
	I would like to try Castle Lager	7.609	3	2.536	1.055	.367	.002

	I would buy Castle Lager if I saw it	5.754	3	1.918	.789	.500	.001
	I would seek out Castle Lager for purchase	19.267	3	6.422	3.320	.019	.005
Error	Purchase Intention	3024.245	1835	1.648			
	I would like to try Castle Lager	4411.936	1835	2.404			
	I would buy Castle Lager if I saw it	4459.337	1835	2.430			
	I would seek out Castle Lager for purchase	3550.100	1835	1.935			
Total	Purchase Intention	25268.143	1848				
	I would like to try Castle Lager	38195.602	1848				
	I would buy Castle Lager if I saw it	28319.714	1848				
	I would seek out Castle Lager for purchase	15536.687	1848				
Corrected Total	Purchase Intention	3962.376	1847				
	I would like to try Castle Lager	6056.727	1847				
	I would buy Castle Lager if I saw it	5498.389	1847				
	I would seek out Castle Lager for purchase	3968.743	1847				

Hypothesis 2– Recall

Levene's Test of Equality of Error Variances					
Recall	F	df1	df2	Sig.	F
	.105	5	498	.991	.105

Tests of Between–Subjects Effects								
Dependent Variable: Recall								
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power
Corrected Model	30.458[a]	14	2.176	1.763	.041	.048	24.688	.916
Intercept	35.691	1	35.691	28.929	.000	.056	28.929	1.000
Attitude toward Advertising	.307	1	.307	.249	.618	.001	.249	.079
Attitude toward Product Category	11.345	1	11.345	9.196	.003	.018	9.196	.857
Gender	.486	1	.486	.394	.531	.001	.394	.096
Age	3.033	1	3.033	2.458	.118	.005	2.458	.347
Country of Origin	.247	1	.247	.200	.655	.000	.200	.073
Household Income	.000	1	.000	.000	.993	.000	.000	.050
Education Level	2.779	1	2.779	2.252	.134	.005	2.252	.322
Hours online per week	.063	1	.063	.051	.821	.000	.051	.056
Computer and Internet Skills	3.216	1	3.216	2.607	.107	.005	2.607	.364
Three Exposure Sequence	5.424	5	1.085	.879	.495	.009	4.396	.316
Error	603.294	489	1.234					
Total	6233.597	504						
Corrected Total	633.753	503						

Hypothesis 2– Attitude toward the Ad

Levene's Test of Equality of Error Variances				
	F	df1	df2	Sig.
Attitude toward the Ad	1.906	5	498	.092
Attitude toward the Ad – Cognitive	1.124	5	498	.346
Attitude toward the Ad – Affective	.786	5	498	.560
Attitude toward the Ad – Credibility	1.080	5	498	.371

Tests of Between–Subjects Effects							
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Attitude toward the Ad	48.390[a]	14	3.456	6.103	.000	.149
	Attitude toward the Ad – Cognitive	43.193[c]	14	3.085	4.400	.000	.112
	Attitude toward the Ad – Affective	62.199[d]	14	4.443	3.583	.000	.093
	Attitude toward the Ad – Credibility	54.314[e]	14	3.880	3.422	.000	.089
Intercept	Attitude toward the Ad	56.068	1	56.068	99.001	.000	.168
	Attitude toward the Ad – Cognitive	46.226	1	46.226	65.929	.000	.119
	Attitude toward the Ad – Affective	73.218	1	73.218	59.051	.000	.108
	Attitude toward the Ad – Credibility	56.249	1	56.249	49.616	.000	.092
Attitude toward Product Category	Attitude toward the Ad	15.002	1	15.002	26.490	.000	.051
	Attitude toward the Ad – Cognitive	12.151	1	12.151	17.330	.000	.034
	Attitude toward the Ad – Affective	21.939	1	21.939	17.694	.000	.035
	Attitude toward the Ad – Credibility	13.994	1	13.994	12.343	.000	.025
Attitude toward Advertising	Attitude toward the Ad	19.937	1	19.937	35.203	.000	.067
	Attitude toward the Ad – Cognitive	17.294	1	17.294	24.666	.000	.048
	Attitude toward the Ad – Affective	22.576	1	22.576	18.208	.000	.036
	Attitude toward the Ad – Credibility	18.809	1	18.809	16.591	.000	.033
Gender	Attitude toward the Ad	2.545	1	2.545	4.493	.035	.009
	Attitude toward the Ad – Cognitive	3.531	1	3.531	5.036	.025	.010
	Attitude toward the Ad – Affective	1.106	1	1.106	.892	.346	.002
	Attitude toward the Ad – Credibility	3.674	1	3.674	3.241	.072	.007
Age	Attitude toward the Ad	2.174	1	2.174	3.838	.051	.008
	Attitude toward the Ad – Cognitive	1.646	1	1.646	2.348	.126	.005
	Attitude toward the Ad – Affective	2.367	1	2.367	1.909	.168	.004
	Attitude toward the Ad – Credibility	4.606	1	4.606	4.063	.044	.008
Country of Origin	Attitude toward the Ad	.000	1	.000	.001	.977	.000
	Attitude toward the Ad – Cognitive	.076	1	.076	.108	.743	.000
	Attitude toward the Ad – Affective	.227	1	.227	.183	.669	.000
	Attitude toward the Ad – Credibility	2.425	1	2.425	2.139	.144	.004
Household Income	Attitude toward the Ad	.013	1	.013	.023	.879	.000
	Attitude toward the Ad – Cognitive	.842	1	.842	1.201	.274	.002
	Attitude toward the Ad – Affective	1.145	1	1.145	.923	.337	.002
	Attitude toward the Ad – Credibility	.014	1	.014	.013	.910	.000
Education Level	Attitude toward the Ad	2.200	1	2.200	3.885	.049	.008
	Attitude toward the Ad – Cognitive	4.499	1	4.499	6.417	.012	.013
	Attitude toward the Ad – Affective	.209	1	.209	.169	.681	.000
	Attitude toward the Ad – Credibility	.539	1	.539	.476	.491	.001
Hours online per week	Attitude toward the Ad	.334	1	.334	.590	.443	.001
	Attitude toward the Ad – Cognitive	.322	1	.322	.459	.498	.001
	Attitude toward the Ad – Affective	.528	1	.528	.425	.515	.001
	Attitude toward the Ad – Credibility	.017	1	.017	.015	.901	.000
Computer and Internet Skills	Attitude toward the Ad	.166	1	.166	.294	.588	.001
	Attitude toward the Ad – Cognitive	.451	1	.451	.643	.423	.001
	Attitude toward the Ad – Affective	.227	1	.227	.183	.669	.000
	Attitude toward the Ad – Credibility	.305	1	.305	.269	.604	.001
Three Exposure	Attitude toward the Ad	5.546	5	1.109	1.959	.083	.020

Sequence	Attitude toward the Ad – Cognitive	3.165	5	.633	.903	.479	.009
	Attitude toward the Ad – Affective	7.491	5	1.498	1.208	.304	.012
	Attitude toward the Ad – Credibility	10.606	5	2.121	1.871	.098	.019
Error	Attitude toward the Ad	276.938	489	.566			
	Attitude toward the Ad – Cognitive	342.858	489	.701			
	Attitude toward the Ad – Affective	606.316	489	1.240			
	Attitude toward the Ad – Credibility	554.380	489	1.134			
Total	Attitude toward the Ad	8727.942	504				
	Attitude toward the Ad – Cognitive	7527.185	504				
	Attitude toward the Ad – Affective	10441.833	504				
	Attitude toward the Ad – Credibility	10430.088	504				
Corrected Total	Attitude toward the Ad	325.328	503				
	Attitude toward the Ad – Cognitive	386.051	503				
	Attitude toward the Ad – Affective	668.515	503				
	Attitude toward the Ad – Credibility	608.694	503				

Hypothesis 2– Attitude toward the Brand

Levene's Test of Equality of Error Variances				
	F	df1	df2	Sig.
Attitude toward the Brand	.444	5	498	.818
Attitude toward the Brand – Factor One	.585	5	498	.711
Attitude toward the Brand – Factor Two	1.907	5	498	.092
Attitude toward the Brand – Factor Three	1.019	5	498	.406

Tests of Between–Subjects Effects							
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Attitude toward the Brand	31.728[a]	14	2.266	5.527	.000	.137
	Attitude toward the Brand – Factor One	36.109[c]	14	2.579	3.112	.000	.082
	Attitude toward the Brand – Factor Two	60.995[d]	14	4.357	4.739	.000	.119
	Attitude toward the Brand – Factor Three	25.955[e]	14	1.854	2.214	.007	.060
Intercept	Attitude toward the Brand	44.042	1	44.042	107.411	.000	.180
	Attitude toward the Brand – Factor One	44.090	1	44.090	53.200	.000	.098
	Attitude toward the Brand – Factor Two	56.033	1	56.033	60.947	.000	.111
	Attitude toward the Brand – Factor Three	43.402	1	43.402	51.828	.000	.096
Attitude toward Product Category	Attitude toward the Brand	19.046	1	19.046	46.450	.000	.087
	Attitude toward the Brand – Factor One	22.220	1	22.220	26.811	.000	.052
	Attitude toward the Brand – Factor Two	34.358	1	34.358	37.371	.000	.071
	Attitude toward the Brand – Factor Three	10.477	1	10.477	12.511	.000	.025
Attitude toward Advertising	Attitude toward the Brand	6.619	1	6.619	16.144	.000	.032
	Attitude toward the Brand – Factor One	7.147	1	7.147	8.623	.003	.017
	Attitude toward the Brand – Factor Two	14.791	1	14.791	16.089	.000	.032
	Attitude toward the Brand – Factor Three	3.562	1	3.562	4.254	.040	.009
Gender	Attitude toward the Brand	.919	1	.919	2.241	.135	.005
	Attitude toward the Brand – Factor One	.653	1	.653	.788	.375	.002
	Attitude toward the Brand – Factor Two	3.647	1	3.647	3.967	.047	.008
	Attitude toward the Brand – Factor Three	.007	1	.007	.009	.925	.000
Age	Attitude toward the Brand	.423	1	.423	1.031	.310	.002
	Attitude toward the Brand – Factor One	.076	1	.076	.092	.762	.000
	Attitude toward the Brand – Factor Two	1.519	1	1.519	1.652	.199	.003
	Attitude toward the Brand – Factor Three	.259	1	.259	.310	.578	.001
Country of Origin	Attitude toward the Brand	.024	1	.024	.058	.809	.000
	Attitude toward the Brand – Factor One	.021	1	.021	.025	.874	.000
	Attitude toward the Brand – Factor Two	.841	1	.841	.915	.339	.002
	Attitude toward the Brand – Factor Three	.683	1	.683	.815	.367	.002
Household Income	Attitude toward the Brand	.116	1	.116	.284	.595	.001
	Attitude toward the Brand – Factor One	.038	1	.038	.046	.830	.000
	Attitude toward the Brand – Factor Two	.002	1	.002	.002	.968	.000
	Attitude toward the Brand – Factor Three	1.531	1	1.531	1.828	.177	.004
Education Level	Attitude toward the Brand	.985	1	.985	2.403	.122	.005
	Attitude toward the Brand – Factor One	.910	1	.910	1.098	.295	.002
	Attitude toward the Brand – Factor Two	.020	1	.020	.021	.884	.000
	Attitude toward the Brand – Factor Three	3.683	1	3.683	4.398	.036	.009
Hours online per week	Attitude toward the Brand	.582	1	.582	1.420	.234	.003
	Attitude toward the Brand – Factor One	.486	1	.486	.587	.444	.001
	Attitude toward the Brand – Factor Two	.031	1	.031	.034	.854	.000
	Attitude toward the Brand – Factor Three	.845	1	.845	1.008	.316	.002
Computer and Internet Skills	Attitude toward the Brand	.328	1	.328	.800	.372	.002
	Attitude toward the Brand – Factor One	.047	1	.047	.057	.812	.000
	Attitude toward the Brand – Factor Two	.002	1	.002	.003	.960	.000
	Attitude toward the Brand – Factor Three	2.290	1	2.290	2.734	.099	.006
Three Exposure Sequence	Attitude toward the Brand	2.003	5	.401	.977	.431	.010
	Attitude toward the Brand – Factor One	2.846	5	.569	.687	.634	.007

	Attitude toward the Brand – Factor Two	1.581	5	.316	.344	.886	.004
	Attitude toward the Brand – Factor Three	1.772	5	.354	.423	.833	.004
Error	Attitude toward the Brand	200.506	489	.410			
	Attitude toward the Brand – Factor One	405.264	489	.829			
	Attitude toward the Brand – Factor Two	449.574	489	.919			
	Attitude toward the Brand – Factor Three	409.504	489	.837			
Total	Attitude toward the Brand	8652.597	504				
	Attitude toward the Brand – Factor One	8202.473	504				
	Attitude toward the Brand – Factor Two	11147.145	504				
	Attitude toward the Brand – Factor Three	8277.934	504				
Corrected Total	Attitude toward the Brand	232.234	503				
	Attitude toward the Brand – Factor One	441.373	503				
	Attitude toward the Brand – Factor Two	510.569	503				
	Attitude toward the Brand – Factor Three	435.459	503				

Hypothesis 2– Purchase Intention

Levene's Test of Equality of Error Variances				
	F	df1	df2	Sig.
Purchase Intention	2.591	5	498	.025
I would like to try Castle Lager	1.621	5	498	.153
I would buy Castle Lager if I saw it	1.333	5	498	.249
I would seek out Castle Lager for purchase	3.799	5	498	.002

Tests of Between–Subjects Effects							
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Purchase Intention	354.207[a]	14	25.301	15.048	.000	.301
	I would like to try Castle Lager	595.618[c]	14	42.544	18.377	.000	.345
	I would buy Castle Lager if I saw it	396.038[d]	14	28.288	11.218	.000	.243
	I would seek out Castle Lager for purchase	176.630[e]	14	12.616	6.572	.000	.158
Intercept	Purchase Intention	5.929	1	5.929	3.526	.061	.007
	I would like to try Castle Lager	19.202	1	19.202	8.294	.004	.017
	I would buy Castle Lager if I saw it	5.981	1	5.981	2.372	.124	.005
	I would seek out Castle Lager for purchase	.227	1	.227	.119	.731	.000
Attitude toward Product Category	Purchase Intention	285.793	1	285.793	169.980	.000	.258
	I would like to try Castle Lager	496.149	1	496.149	214.316	.000	.305
	I would buy Castle Lager if I saw it	308.631	1	308.631	122.389	.000	.200
	I would seek out Castle Lager for purchase	118.242	1	118.242	61.597	.000	.112
Attitude toward Advertising	Purchase Intention	23.634	1	23.634	14.057	.000	.028
	I would like to try Castle Lager	37.549	1	37.549	16.220	.000	.032
	I would buy Castle Lager if I saw it	25.817	1	25.817	10.238	.001	.021
	I would seek out Castle Lager for purchase	11.395	1	11.395	5.936	.015	.012
Gender	Purchase Intention	.300	1	.300	.178	.673	.000
	I would like to try Castle Lager	.114	1	.114	.049	.824	.000
	I would buy Castle Lager if I saw it	.269	1	.269	.107	.744	.000
	I would seek out Castle Lager for purchase	2.139	1	2.139	1.114	.292	.002
Age	Purchase Intention	10.530	1	10.530	6.263	.013	.013
	I would like to try Castle Lager	4.858	1	4.858	2.098	.148	.004
	I would buy Castle Lager if I saw it	20.773	1	20.773	8.238	.004	.017
	I would seek out Castle Lager for purchase	8.841	1	8.841	4.606	.032	.009
Country of Origin	Purchase Intention	10.926	1	10.926	6.498	.011	.013
	I would like to try Castle Lager	23.460	1	23.460	10.134	.002	.020
	I would buy Castle Lager if I saw it	16.398	1	16.398	6.503	.011	.013
	I would seek out Castle Lager for purchase	1.047	1	1.047	.545	.461	.001
Household Income	Purchase Intention	.313	1	.313	.186	.666	.000
	I would like to try Castle Lager	2.077	1	2.077	.897	.344	.002
	I would buy Castle Lager if I saw it	.761	1	.761	.302	.583	.001
	I would seek out Castle Lager for purchase	.401	1	.401	.209	.648	.000
Education Level	Purchase Intention	12.736	1	12.736	7.575	.006	.015
	I would like to try Castle Lager	14.522	1	14.522	6.273	.013	.013
	I would buy Castle Lager if I saw it	13.084	1	13.084	5.189	.023	.010
	I would seek out Castle Lager for purchase	10.748	1	10.748	5.599	.018	.011
Hours online per week	Purchase Intention	3.833	1	3.833	2.280	.132	.005
	I would like to try Castle Lager	2.916	1	2.916	1.260	.262	.003
	I would buy Castle Lager if I saw it	3.151	1	3.151	1.250	.264	.003
	I would seek out Castle Lager for purchase	5.716	1	5.716	2.978	.085	.006
Computer and Internet Skills	Purchase Intention	.063	1	.063	.037	.847	.000
	I would like to try Castle Lager	.735	1	.735	.318	.573	.001
	I would buy Castle Lager if I saw it	.017	1	.017	.007	.934	.000
	I would seek out Castle Lager for purchase	3.028	1	3.028	1.577	.210	.003
Three Exposure Sequence	Purchase Intention	8.668	5	1.734	1.031	.399	.010
	I would like to try Castle Lager	7.311	5	1.462	.632	.676	.006

	I would buy Castle Lager if I saw it	13.531	5	2.706	1.073	.374	.011
	I would seek out Castle Lager for purchase	21.737	5	4.347	2.265	.047	.023
Error	Purchase Intention	822.173	489	1.681			
	I would like to try Castle Lager	1132.054	489	2.315			
	I would buy Castle Lager if I saw it	1233.127	489	2.522			
	I would seek out Castle Lager for purchase	938.681	489	1.920			
Total	Purchase Intention	6886.481	504				
	I would like to try Castle Lager	10705.738	504				
	I would buy Castle Lager if I saw it	7640.444	504				
	I would seek out Castle Lager for purchase	4075.818	504				
Corrected Total	Purchase Intention	1176.380	503				
	I would like to try Castle Lager	1727.672	503				
	I would buy Castle Lager if I saw it	1629.165	503				
	I would seek out Castle Lager for purchase	1115.311	503				

Hypothesis 3

Levene's Test of Equality of Error Variances				
	F	df1	df2	Sig.
Recall	.096	1	335	.757
Attitude toward the Ad	.244	1	335	.622
Attitude toward the Ad – Cognitive	.192	1	335	.661
Attitude toward the Ad – Affective	.549	1	335	.459
Attitude toward the Ad – Credibility	.928	1	335	.336
Attitude toward the Brand	.771	1	335	.381
Attitude toward the Brand – Factor One	.240	1	335	.624
Attitude toward the Brand – Factor Two	.758	1	335	.385
Attitude toward the Brand – Factor Three	.010	1	335	.919
Purchase Intention	.058	1	335	.810
I would like to try Castle Lager	.006	1	335	.940
I would buy Castle Lager if I saw it	.001	1	335	.978
I would seek out Castle Lager for purchase	.808	1	335	.369

Tests of Between–Subjects Effects							
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Recall	4.954[a]	10	.495	.422	.936	.013
	Attitude toward the Ad	19.003[c]	10	1.900	3.810	.000	.105
	Attitude toward the Ad – Cognitive	23.310[d]	10	2.331	4.023	.000	.110
	Attitude toward the Ad – Affective	25.202[e]	10	2.520	2.293	.013	.066
	Attitude toward the Ad – Credibility	20.607[f]	10	2.061	2.049	.028	.059
	Attitude toward the Brand	11.992[g]	10	1.199	2.919	.002	.082
	Attitude toward the Brand – Factor One	20.576[h]	10	2.058	2.452	.008	.070
	Attitude toward the Brand – Factor Two	23.655[i]	10	2.365	2.633	.004	.075
	Attitude toward the Brand – Factor Three	17.728[j]	10	1.773	2.074	.026	.060
	Purchase Intention	166.358[k]	10	16.636	9.612	.000	.228
	I would like to try Castle Lager	288.880[l]	10	28.888	11.473	.000	.260
	I would buy Castle Lager if I saw it	189.968[m]	10	18.997	7.635	.000	.190
	I would seek out Castle Lager for purchase	83.861[n]	10	8.386	4.003	.000	.109
Intercept	Recall	13.026	1	13.026	11.094	.001	.033
	Attitude toward the Ad	46.234	1	46.234	92.701	.000	.221
	Attitude toward the Ad – Cognitive	48.614	1	48.614	83.899	.000	.205
	Attitude toward the Ad – Affective	45.405	1	45.405	41.312	.000	.112
	Attitude toward the Ad – Credibility	52.600	1	52.600	52.303	.000	.138
	Attitude toward the Brand	35.415	1	35.415	86.203	.000	.209
	Attitude toward the Brand – Factor One	31.850	1	31.850	37.957	.000	.104
	Attitude toward the Brand – Factor Two	53.509	1	53.509	59.566	.000	.154
	Attitude toward the Brand – Factor Three	32.159	1	32.159	37.625	.000	.103
	Purchase Intention	3.578	1	3.578	2.067	.151	.006
	I would like to try Castle Lager	7.073	1	7.073	2.809	.095	.009
	I would buy Castle Lager if I saw it	2.088	1	2.088	.839	.360	.003
	I would seek out Castle Lager for purchase	2.466	1	2.466	1.177	.279	.004
Attitude toward Product Category	Recall	3.758	1	3.758	3.201	.075	.010
	Attitude toward the Ad	.197	1	.197	.394	.530	.001
	Attitude toward the Ad – Cognitive	.189	1	.189	.326	.568	.001
	Attitude toward the Ad – Affective	3.724	1	3.724	3.389	.067	.010
	Attitude toward the Ad – Credibility	.021	1	.021	.021	.885	.000
	Attitude toward the Brand	1.083	1	1.083	2.635	.105	.008
	Attitude toward the Brand – Factor One	1.973	1	1.973	2.351	.126	.007
	Attitude toward the Brand – Factor Two	2.098	1	2.098	2.336	.127	.007
	Attitude toward the Brand – Factor Three	.035	1	.035	.041	.839	.000
	Purchase Intention	121.019	1	121.019	69.922	.000	.177
	I would like to try Castle Lager	224.896	1	224.896	89.316	.000	.215

	I would buy Castle Lager if I saw it	135.682	1	135.682	54.530	.000	.143
	I would seek out Castle Lager for purchase	40.421	1	40.421	19.293	.000	.056
Attitude toward Advertising	Recall	.067	1	.067	.057	.811	.000
	Attitude toward the Ad	16.224	1	16.224	32.530	.000	.091
	Attitude toward the Ad – Cognitive	15.825	1	15.825	27.310	.000	.077
	Attitude toward the Ad – Affective	18.376	1	18.376	16.719	.000	.049
	Attitude toward the Ad – Credibility	16.138	1	16.138	16.047	.000	.047
	Attitude toward the Brand	7.715	1	7.715	18.779	.000	.054
	Attitude toward the Brand – Factor One	10.533	1	10.533	12.552	.000	.037
	Attitude toward the Brand – Factor Two	16.986	1	16.986	18.909	.000	.055
	Attitude toward the Brand – Factor Three	7.442	1	7.442	8.706	.003	.026
	Purchase Intention	14.192	1	14.192	8.200	.004	.025
	I would like to try Castle Lager	16.329	1	16.329	6.485	.011	.020
	I would buy Castle Lager if I saw it	17.454	1	17.454	7.015	.008	.021
	I would seek out Castle Lager for purchase	9.505	1	9.505	4.537	.034	.014
Gender	Recall	.086	1	.086	.073	.787	.000
	Attitude toward the Ad	.001	1	.001	.002	.966	.000
	Attitude toward the Ad – Cognitive	.002	1	.002	.003	.955	.000
	Attitude toward the Ad – Affective	.131	1	.131	.119	.731	.000
	Attitude toward the Ad – Credibility	.577	1	.577	.573	.449	.002
	Attitude toward the Brand	.464	1	.464	1.130	.288	.003
	Attitude toward the Brand – Factor One	.465	1	.465	.554	.457	.002
	Attitude toward the Brand – Factor Two	.506	1	.506	.563	.454	.002
	Attitude toward the Brand – Factor Three	.623	1	.623	.729	.394	.002
	Purchase Intention	.212	1	.212	.123	.726	.000
	I would like to try Castle Lager	2.418	1	2.418	.960	.328	.003
	I would buy Castle Lager if I saw it	.087	1	.087	.035	.852	.000
	I would seek out Castle Lager for purchase	.219	1	.219	.104	.747	.000
Age	Recall	.229	1	.229	.195	.659	.001
	Attitude toward the Ad	.362	1	.362	.726	.395	.002
	Attitude toward the Ad – Cognitive	1.289	1	1.289	2.225	.137	.007
	Attitude toward the Ad – Affective	.986	1	.986	.898	.344	.003
	Attitude toward the Ad – Credibility	1.303	1	1.303	1.296	.256	.004
	Attitude toward the Brand	.015	1	.015	.036	.849	.000
	Attitude toward the Brand – Factor One	.257	1	.257	.307	.580	.001
	Attitude toward the Brand – Factor Two	.149	1	.149	.166	.684	.001
	Attitude toward the Brand – Factor Three	.517	1	.517	.605	.437	.002
	Purchase Intention	9.769	1	9.769	5.644	.018	.017
	I would like to try Castle Lager	3.458	1	3.458	1.373	.242	.004
	I would buy Castle Lager if I saw it	12.869	1	12.869	5.172	.024	.016
	I would seek out Castle Lager for purchase	15.442	1	15.442	7.370	.007	.022
Country of Origin	Recall	.155	1	.155	.132	.717	.000
	Attitude toward the Ad	.082	1	.082	.165	.685	.001
	Attitude toward the Ad – Cognitive	.023	1	.023	.040	.842	.000
	Attitude toward the Ad – Affective	.019	1	.019	.017	.896	.000
	Attitude toward the Ad – Credibility	1.286	1	1.286	1.278	.259	.004
	Attitude toward the Brand	.004	1	.004	.010	.920	.000
	Attitude toward the Brand – Factor One	.144	1	.144	.171	.679	.001
	Attitude toward the Brand – Factor Two	1.076	1	1.076	1.198	.275	.004
	Attitude toward the Brand – Factor Three	.418	1	.418	.489	.485	.001
	Purchase Intention	1.248	1	1.248	.721	.396	.002
	I would like to try Castle Lager	1.018	1	1.018	.404	.525	.001
	I would buy Castle Lager if I saw it	.295	1	.295	.119	.731	.000
	I would seek out Castle Lager for purchase	8.330	1	8.330	3.976	.047	.012
Household Income	Recall	.186	1	.186	.158	.691	.000
	Attitude toward the Ad	.004	1	.004	.008	.929	.000
	Attitude toward the Ad – Cognitive	.157	1	.157	.271	.603	.001
	Attitude toward the Ad – Affective	.099	1	.099	.090	.764	.000
	Attitude toward the Ad – Credibility	.111	1	.111	.110	.740	.000
	Attitude toward the Brand	.526	1	.526	1.279	.259	.004
	Attitude toward the Brand – Factor One	2.808	1	2.808	3.347	.068	.010
	Attitude toward the Brand – Factor Two	.665	1	.665	.740	.390	.002

	Attitude toward the Brand – Factor Three	.003	1	.003	.004	.951	.000
	Purchase Intention	.114	1	.114	.066	.798	.000
	I would like to try Castle Lager	.153	1	.153	.061	.806	.000
	I would buy Castle Lager if I saw it	.028	1	.028	.011	.915	.000
	I would seek out Castle Lager for purchase	.623	1	.623	.297	.586	.001
Education Level	Recall	.116	1	.116	.098	.754	.000
	Attitude toward the Ad	.035	1	.035	.071	.790	.000
	Attitude toward the Ad – Cognitive	.329	1	.329	.567	.452	.002
	Attitude toward the Ad – Affective	.005	1	.005	.004	.948	.000
	Attitude toward the Ad – Credibility	.338	1	.338	.336	.562	.001
	Attitude toward the Brand	.000	1	.000	.000	.994	.000
	Attitude toward the Brand – Factor One	.007	1	.007	.008	.929	.000
	Attitude toward the Brand – Factor Two	.723	1	.723	.805	.370	.002
	Attitude toward the Brand – Factor Three	1.112	1	1.112	1.301	.255	.004
	Purchase Intention	2.069	1	2.069	1.195	.275	.004
	I would like to try Castle Lager	8.612	1	8.612	3.420	.065	.010
	I would buy Castle Lager if I saw it	.595	1	.595	.239	.625	.001
	I would seek out Castle Lager for purchase	.371	1	.371	.177	.674	.001
Hours online per week	Recall	.018	1	.018	.015	.901	.000
	Attitude toward the Ad	.133	1	.133	.266	.606	.001
	Attitude toward the Ad – Cognitive	.431	1	.431	.743	.389	.002
	Attitude toward the Ad – Affective	.246	1	.246	.224	.637	.001
	Attitude toward the Ad – Credibility	.101	1	.101	.100	.752	.000
	Attitude toward the Brand	.073	1	.073	.179	.673	.001
	Attitude toward the Brand – Factor One	.852	1	.852	1.015	.314	.003
	Attitude toward the Brand – Factor Two	.561	1	.561	.624	.430	.002
	Attitude toward the Brand – Factor Three	.220	1	.220	.257	.613	.001
	Purchase Intention	.000	1	.000	.000	1.000	.000
	I would like to try Castle Lager	.127	1	.127	.050	.823	.000
	I would buy Castle Lager if I saw it	.000	1	.000	.000	.998	.000
	I would seek out Castle Lager for purchase	.130	1	.130	.062	.803	.000
Computer and Internet Skills	Recall	.067	1	.067	.057	.811	.000
	Attitude toward the Ad	.782	1	.782	1.568	.211	.005
	Attitude toward the Ad – Cognitive	.093	1	.093	.160	.689	.000
	Attitude toward the Ad – Affective	1.595	1	1.595	1.451	.229	.004
	Attitude toward the Ad – Credibility	2.415	1	2.415	2.402	.122	.007
	Attitude toward the Brand	1.908	1	1.908	4.644	.032	.014
	Attitude toward the Brand – Factor One	3.049	1	3.049	3.634	.057	.011
	Attitude toward the Brand – Factor Two	.721	1	.721	.802	.371	.002
	Attitude toward the Brand – Factor Three	5.621	1	5.621	6.576	.011	.020
	Purchase Intention	6.968	1	6.968	4.026	.046	.012
	I would like to try Castle Lager	9.599	1	9.599	3.812	.052	.012
	I would buy Castle Lager if I saw it	6.779	1	6.779	2.724	.100	.008
	I would seek out Castle Lager for purchase	4.917	1	4.917	2.347	.127	.007
Exposure Sequence	Recall	.047	1	.047	.040	.841	.000
	Attitude toward the Ad	1.506	1	1.506	3.019	.083	.009
	Attitude toward the Ad – Cognitive	3.987	1	3.987	6.881	.009	.021
	Attitude toward the Ad – Affective	.567	1	.567	.516	.473	.002
	Attitude toward the Ad – Credibility	.005	1	.005	.005	.945	.000
	Attitude toward the Brand	.023	1	.023	.057	.812	.000
	Attitude toward the Brand – Factor One	.144	1	.144	.172	.679	.001
	Attitude toward the Brand – Factor Two	.006	1	.006	.007	.933	.000
	Attitude toward the Brand – Factor Three	.162	1	.162	.190	.663	.001
	Purchase Intention	3.361	1	3.361	1.942	.164	.006
	I would like to try Castle Lager	6.376	1	6.376	2.532	.113	.008
	I would buy Castle Lager if I saw it	3.192	1	3.192	1.283	.258	.004
	I would seek out Castle Lager for purchase	1.411	1	1.411	.674	.412	.002
Error	Recall	382.752	326	1.174			
	Attitude toward the Ad	162.591	326	.499			
	Attitude toward the Ad – Cognitive	188.896	326	.579			
	Attitude toward the Ad – Affective	358.297	326	1.099			
	Attitude toward the Ad – Credibility	327.851	326	1.006			

	Attitude toward the Brand	133.931	326	.411
	Attitude toward the Brand – Factor One	273.546	326	.839
	Attitude toward the Brand – Factor Two	292.848	326	.898
	Attitude toward the Brand – Factor Three	278.639	326	.855
	Purchase Intention	564.233	326	1.731
	I would like to try Castle Lager	820.868	326	2.518
	I would buy Castle Lager if I saw it	811.152	326	2.488
	I would seek out Castle Lager for purchase	682.993	326	2.095
Total	Recall	3279.959	337	
	Attitude toward the Ad	5853.774	337	
	Attitude toward the Ad – Cognitive	5048.960	337	
	Attitude toward the Ad – Affective	6875.770	337	
	Attitude toward the Ad – Credibility	7002.976	337	
	Attitude toward the Brand	5834.095	337	
	Attitude toward the Brand – Factor One	5440.502	337	
	Attitude toward the Brand – Factor Two	7767.840	337	
	Attitude toward the Brand – Factor Three	5634.234	337	
	Purchase Intention	4706.100	337	
	I would like to try Castle Lager	7078.085	337	
	I would buy Castle Lager if I saw it	5307.540	337	
	I would seek out Castle Lager for purchase	2908.376	337	
Corrected Total	Recall	387.706	336	
	Attitude toward the Ad	181.594	336	
	Attitude toward the Ad – Cognitive	212.206	336	
	Attitude toward the Ad – Affective	383.499	336	
	Attitude toward the Ad – Credibility	348.458	336	
	Attitude toward the Brand	145.923	336	
	Attitude toward the Brand – Factor One	294.122	336	
	Attitude toward the Brand – Factor Two	316.502	336	
	Attitude toward the Brand – Factor Three	296.367	336	
	Purchase Intention	730.591	336	
	I would like to try Castle Lager	1109.748	336	
	I would buy Castle Lager if I saw it	1001.121	336	
	I would seek out Castle Lager for purchase	766.854	336	

Hypothesis 4

Levene's Test of Equality of Error Variances				
	F	df1	df2	Sig.
Recall	.553	1	647	.457
Attitude toward the Ad	.386	1	647	.535
Attitude toward the Ad – Cognitive	.166	1	647	.684
Attitude toward the Ad – Affective	.291	1	647	.589
Attitude toward the Ad – Credibility	.009	1	647	.924
Attitude toward the Brand	1.810	1	647	.179
Attitude toward the Brand – Factor One	2.043	1	647	.153
Attitude toward the Brand – Factor Two	.636	1	647	.426
Attitude toward the Brand – Factor Three	.049	1	647	.824
Purchase Intention	.082	1	647	.775
I would like to try Castle Lager	.623	1	647	.430
I would buy Castle Lager if I saw it	.781	1	647	.377
I would seek out Castle Lager for purchase	.872	1	647	.351

Tests of Between–Subjects Effects							
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Recall	16.918[a]	10	1.692	1.471	.146	.023
	Attitude toward the Ad	31.020[b]	10	3.102	6.338	.000	.090
	Attitude toward the Ad – Cognitive	40.472[c]	10	4.047	6.907	.000	.098
	Attitude toward the Ad – Affective	38.604[d]	10	3.860	3.688	.000	.055
	Attitude toward the Ad – Credibility	26.022[e]	10	2.602	2.714	.003	.041
	Attitude toward the Brand	20.704[f]	10	2.070	5.324	.000	.077
	Attitude toward the Brand – Factor One	30.771[g]	10	3.077	3.719	.000	.055
	Attitude toward the Brand – Factor Two	38.471[h]	10	3.847	4.104	.000	.060
	Attitude toward the Brand – Factor Three	22.554[i]	10	2.255	2.890	.002	.043
	Purchase Intention	345.613[j]	10	34.561	20.524	.000	.243
	I would like to try Castle Lager	594.900[k]	10	59.490	24.312	.000	.276
	I would buy Castle Lager if I saw it	387.710[l]	10	38.771	15.709	.000	.198
	I would seek out Castle Lager for purchase	161.856[m]	10	16.186	8.170	.000	.114
Intercept	Recall	45.389	1	45.389	39.458	.000	.058
	Attitude toward the Ad	92.753	1	92.753	189.517	.000	.229
	Attitude toward the Ad – Cognitive	90.109	1	90.109	153.781	.000	.194
	Attitude toward the Ad – Affective	94.410	1	94.410	90.183	.000	.124
	Attitude toward the Ad – Credibility	108.466	1	108.466	113.125	.000	.151
	Attitude toward the Brand	86.719	1	86.719	223.015	.000	.259
	Attitude toward the Brand – Factor One	87.507	1	87.507	105.750	.000	.142
	Attitude toward the Brand – Factor Two	94.849	1	94.849	101.183	.000	.137
	Attitude toward the Brand – Factor Three	79.403	1	79.403	101.736	.000	.138
	Purchase Intention	14.739	1	14.739	8.753	.003	.014
	I would like to try Castle Lager	12.356	1	12.356	5.049	.025	.008
	I would buy Castle Lager if I saw it	10.324	1	10.324	4.183	.041	.007
	I would seek out Castle Lager for purchase	22.938	1	22.938	11.579	.001	.018
Attitude toward Product Category	Recall	6.274	1	6.274	5.454	.020	.008
	Attitude toward the Ad	1.479	1	1.479	3.022	.083	.005
	Attitude toward the Ad – Cognitive	.053	1	.053	.091	.763	.000
	Attitude toward the Ad – Affective	8.543	1	8.543	8.160	.004	.013
	Attitude toward the Ad – Credibility	.301	1	.301	.314	.576	.000
	Attitude toward the Brand	3.371	1	3.371	8.669	.003	.013
	Attitude toward the Brand – Factor One	4.193	1	4.193	5.067	.025	.008
	Attitude toward the Brand – Factor Two	8.056	1	8.056	8.594	.003	.013
	Attitude toward the Brand – Factor Three	.099	1	.099	.127	.722	.000
	Purchase Intention	265.522	1	265.522	157.682	.000	.198

	I would like to try Castle Lager	501.592	1	501.592	204.984	.000	.243
	I would buy Castle Lager if I saw it	289.219	1	289.219	117.180	.000	.155
	I would seek out Castle Lager for purchase	89.906	1	89.906	45.382	.000	.066
Attitude toward Advertising	Recall	1.899	1	1.899	1.651	.199	.003
	Attitude toward the Ad	26.111	1	26.111	53.350	.000	.077
	Attitude toward the Ad – Cognitive	31.517	1	31.517	53.787	.000	.078
	Attitude toward the Ad – Affective	25.573	1	25.573	24.428	.000	.037
	Attitude toward the Ad – Credibility	17.025	1	17.025	17.756	.000	.027
	Attitude toward the Brand	14.728	1	14.728	37.876	.000	.056
	Attitude toward the Brand – Factor One	20.824	1	20.824	25.166	.000	.038
	Attitude toward the Brand – Factor Two	22.482	1	22.482	23.983	.000	.036
	Attitude toward the Brand – Factor Three	10.767	1	10.767	13.795	.000	.021
	Purchase Intention	40.669	1	40.669	24.151	.000	.036
	I would like to try Castle Lager	32.566	1	32.566	13.309	.000	.020
	I would buy Castle Lager if I saw it	42.983	1	42.983	17.415	.000	.027
	I would seek out Castle Lager for purchase	47.180	1	47.180	23.815	.000	.036
Gender	Recall	.803	1	.803	.698	.404	.001
	Attitude toward the Ad	.326	1	.326	.666	.415	.001
	Attitude toward the Ad – Cognitive	1.978	1	1.978	3.376	.067	.005
	Attitude toward the Ad – Affective	.054	1	.054	.052	.820	.000
	Attitude toward the Ad – Credibility	.951	1	.951	.992	.320	.002
	Attitude toward the Brand	.096	1	.096	.246	.620	.000
	Attitude toward the Brand – Factor One	.172	1	.172	.207	.649	.000
	Attitude toward the Brand – Factor Two	.141	1	.141	.150	.698	.000
	Attitude toward the Brand – Factor Three	.031	1	.031	.040	.842	.000
	Purchase Intention	.176	1	.176	.104	.747	.000
	I would like to try Castle Lager	.001	1	.001	.000	.986	.000
	I would buy Castle Lager if I saw it	.000	1	.000	.000	1.000	.000
	I would seek out Castle Lager for purchase	1.513	1	1.513	.764	.382	.001
Age	Recall	.257	1	.257	.224	.637	.000
	Attitude toward the Ad	.062	1	.062	.127	.722	.000
	Attitude toward the Ad – Cognitive	.850	1	.850	1.450	.229	.002
	Attitude toward the Ad – Affective	.000	1	.000	.000	.988	.000
	Attitude toward the Ad – Credibility	1.221	1	1.221	1.274	.259	.002
	Attitude toward the Brand	.450	1	.450	1.158	.282	.002
	Attitude toward the Brand – Factor One	.581	1	.581	.702	.402	.001
	Attitude toward the Brand – Factor Two	.000	1	.000	.000	.994	.000
	Attitude toward the Brand – Factor Three	1.713	1	1.713	2.195	.139	.003
	Purchase Intention	6.777	1	6.777	4.024	.045	.006
	I would like to try Castle Lager	5.493	1	5.493	2.245	.135	.004
	I would buy Castle Lager if I saw it	9.045	1	9.045	3.665	.056	.006
	I would seek out Castle Lager for purchase	6.044	1	6.044	3.051	.081	.005
Country of Origin	Recall	1.250	1	1.250	1.087	.298	.002
	Attitude toward the Ad	.168	1	.168	.343	.558	.001
	Attitude toward the Ad – Cognitive	.196	1	.196	.335	.563	.001
	Attitude toward the Ad – Affective	.940	1	.940	.898	.344	.001
	Attitude toward the Ad – Credibility	3.062	1	3.062	3.193	.074	.005
	Attitude toward the Brand	.392	1	.392	1.007	.316	.002
	Attitude toward the Brand – Factor One	.006	1	.006	.007	.932	.000
	Attitude toward the Brand – Factor Two	3.302	1	3.302	3.523	.061	.005
	Attitude toward the Brand – Factor Three	4.542	1	4.542	5.820	.016	.009
	Purchase Intention	1.121	1	1.121	.666	.415	.001
	I would like to try Castle Lager	.918	1	.918	.375	.540	.001
	I would buy Castle Lager if I saw it	11.169	1	11.169	4.525	.034	.007
	I would seek out Castle Lager for purchase	1.263	1	1.263	.638	.425	.001
Household Income	Recall	2.110	1	2.110	1.834	.176	.003
	Attitude toward the Ad	.621	1	.621	1.268	.261	.002
	Attitude toward the Ad – Cognitive	.045	1	.045	.076	.782	.000
	Attitude toward the Ad – Affective	2.048	1	2.048	1.957	.162	.003
	Attitude toward the Ad – Credibility	2.478	1	2.478	2.585	.108	.004
	Attitude toward the Brand	.039	1	.039	.100	.753	.000
	Attitude toward the Brand – Factor One	.384	1	.384	.464	.496	.001

	Attitude toward the Brand – Factor Two	.064	1	.064	.068	.794	.000
	Attitude toward the Brand – Factor Three	1.078	1	1.078	1.381	.240	.002
	Purchase Intention	1.007	1	1.007	.598	.440	.001
	I would like to try Castle Lager	1.207	1	1.207	.493	.483	.001
	I would buy Castle Lager if I saw it	.279	1	.279	.113	.737	.000
	I would seek out Castle Lager for purchase	1.914	1	1.914	.966	.326	.002
Education Level	Recall	.149	1	.149	.129	.719	.000
	Attitude toward the Ad	.714	1	.714	1.460	.227	.002
	Attitude toward the Ad – Cognitive	1.338	1	1.338	2.284	.131	.004
	Attitude toward the Ad – Affective	.178	1	.178	.170	.680	.000
	Attitude toward the Ad – Credibility	.013	1	.013	.014	.907	.000
	Attitude toward the Brand	.105	1	.105	.269	.604	.000
	Attitude toward the Brand – Factor One	.281	1	.281	.339	.560	.001
	Attitude toward the Brand – Factor Two	.351	1	.351	.374	.541	.001
	Attitude toward the Brand – Factor Three	1.265	1	1.265	1.621	.203	.003
	Purchase Intention	3.676	1	3.676	2.183	.140	.003
	I would like to try Castle Lager	12.819	1	12.819	5.239	.022	.008
	I would buy Castle Lager if I saw it	1.291	1	1.291	.523	.470	.001
	I would seek out Castle Lager for purchase	1.072	1	1.072	.541	.462	.001
Hours online per week	Recall	.971	1	.971	.844	.359	.001
	Attitude toward the Ad	.035	1	.035	.072	.789	.000
	Attitude toward the Ad – Cognitive	.286	1	.286	.488	.485	.001
	Attitude toward the Ad – Affective	.000	1	.000	.000	.998	.000
	Attitude toward the Ad – Credibility	.059	1	.059	.061	.805	.000
	Attitude toward the Brand	.227	1	.227	.583	.446	.001
	Attitude toward the Brand – Factor One	.723	1	.723	.874	.350	.001
	Attitude toward the Brand – Factor Two	1.606	1	1.606	1.713	.191	.003
	Attitude toward the Brand – Factor Three	.004	1	.004	.005	.946	.000
	Purchase Intention	.092	1	.092	.055	.815	.000
	I would like to try Castle Lager	.593	1	.593	.242	.623	.000
	I would buy Castle Lager if I saw it	.016	1	.016	.006	.937	.000
	I would seek out Castle Lager for purchase	.000	1	.000	.000	.991	.000
Computer and Internet Skills	Recall	.023	1	.023	.020	.889	.000
	Attitude toward the Ad	1.713	1	1.713	3.499	.062	.005
	Attitude toward the Ad – Cognitive	1.492	1	1.492	2.546	.111	.004
	Attitude toward the Ad – Affective	1.882	1	1.882	1.798	.180	.003
	Attitude toward the Ad – Credibility	1.986	1	1.986	2.072	.151	.003
	Attitude toward the Brand	1.166	1	1.166	2.998	.084	.005
	Attitude toward the Brand – Factor One	1.229	1	1.229	1.485	.223	.002
	Attitude toward the Brand – Factor Two	3.183	1	3.183	3.396	.066	.005
	Attitude toward the Brand – Factor Three	3.061	1	3.061	3.923	.048	.006
	Purchase Intention	6.772	1	6.772	4.022	.045	.006
	I would like to try Castle Lager	14.018	1	14.018	5.729	.017	.009
	I would buy Castle Lager if I saw it	5.688	1	5.688	2.304	.129	.004
	I would seek out Castle Lager for purchase	2.816	1	2.816	1.421	.234	.002
Exposure Sequence	Recall	1.788	1	1.788	1.554	.213	.002
	Attitude toward the Ad	1.397	1	1.397	2.853	.092	.004
	Attitude toward the Ad – Cognitive	1.876	1	1.876	3.201	.074	.005
	Attitude toward the Ad – Affective	.533	1	.533	.510	.476	.001
	Attitude toward the Ad – Credibility	.921	1	.921	.961	.327	.002
	Attitude toward the Brand	.026	1	.026	.067	.796	.000
	Attitude toward the Brand – Factor One	.211	1	.211	.255	.614	.000
	Attitude toward the Brand – Factor Two	.007	1	.007	.008	.929	.000
	Attitude toward the Brand – Factor Three	.008	1	.008	.010	.919	.000
	Purchase Intention	3.100	1	3.100	1.841	.175	.003
	I would like to try Castle Lager	5.670	1	5.670	2.317	.128	.004
	I would buy Castle Lager if I saw it	3.226	1	3.226	1.307	.253	.002
	I would seek out Castle Lager for purchase	1.219	1	1.219	.615	.433	.001
Error	Recall	733.900	638	1.150			
	Attitude toward the Ad	312.250	638	.489			
	Attitude toward the Ad – Cognitive	373.839	638	.586			
	Attitude toward the Ad – Affective	667.901	638	1.047			

	Attitude toward the Ad – Credibility	611.725	638	.959
	Attitude toward the Brand	248.086	638	.389
	Attitude toward the Brand – Factor One	527.935	638	.827
	Attitude toward the Brand – Factor Two	598.063	638	.937
	Attitude toward the Brand – Factor Three	497.947	638	.780
	Purchase Intention	1074.338	638	1.684
	I would like to try Castle Lager	1561.171	638	2.447
	I would buy Castle Lager if I saw it	1574.678	638	2.468
	I would seek out Castle Lager for purchase	1263.932	638	1.981
Total	Recall	6205.584	649	
	Attitude toward the Ad	11324.381	649	
	Attitude toward the Ad – Cognitive	9958.777	649	
	Attitude toward the Ad – Affective	13053.916	649	
	Attitude toward the Ad – Credibility	13368.175	649	
	Attitude toward the Brand	11084.910	649	
	Attitude toward the Brand – Factor One	10290.976	649	
	Attitude toward the Brand – Factor Two	14505.332	649	
	Attitude toward the Brand – Factor Three	11007.818	649	
	Purchase Intention	8694.058	649	
	I would like to try Castle Lager	13180.997	649	
	I would buy Castle Lager if I saw it	9852.032	649	
	I would seek out Castle Lager for purchase	5274.973	649	
Corrected Total	Recall	750.817	648	
	Attitude toward the Ad	343.270	648	
	Attitude toward the Ad – Cognitive	414.311	648	
	Attitude toward the Ad – Affective	706.505	648	
	Attitude toward the Ad – Credibility	637.747	648	
	Attitude toward the Brand	268.789	648	
	Attitude toward the Brand – Factor One	558.706	648	
	Attitude toward the Brand – Factor Two	636.533	648	
	Attitude toward the Brand – Factor Three	520.501	648	
	Purchase Intention	1419.952	648	
	I would like to try Castle Lager	2156.071	648	
	I would buy Castle Lager if I saw it	1962.389	648	
	I would seek out Castle Lager for purchase	1425.788	648	

Hypothesis 5

Levene's Test of Equality of Error Variances				
	F	df1	df2	Sig.
Recall	.014	1	341	.907
Attitude toward the Ad	2.002	1	341	.158
Attitude toward the Ad – Cognitive	2.188	1	341	.140
Attitude toward the Ad – Affective	1.870	1	341	.172
Attitude toward the Ad – Credibility	2.325	1	341	.128
Attitude toward the Brand	.461	1	341	.498
Attitude toward the Brand – Factor One	.076	1	341	.783
Attitude toward the Brand – Factor Two	.046	1	341	.830
Attitude toward the Brand – Factor Three	.051	1	341	.822
Purchase Intention	.093	1	341	.760
I would like to try Castle Lager	1.226	1	341	.269
I would buy Castle Lager if I saw it	.000	1	341	.986
I would seek out Castle Lager for purchase	.247	1	341	.619

Tests of Between–Subjects Effects							
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Recall	16.176[a]	10	1.618	1.479	.145	.043
	Attitude toward the Ad	11.562[b]	10	1.156	4.682	.000	.124
	Attitude toward the Ad – Cognitive	8.751[c]	10	.875	2.636	.004	.074
	Attitude toward the Ad – Affective	21.374[d]	10	2.137	3.137	.001	.086
	Attitude toward the Ad – Credibility	17.438[e]	10	1.744	2.609	.005	.073
	Attitude toward the Brand	10.111[f]	10	1.011	3.487	.000	.095
	Attitude toward the Brand – Factor One	13.216[g]	10	1.322	2.103	.024	.060
	Attitude toward the Brand – Factor Two	17.072[h]	10	1.707	2.100	.024	.060
	Attitude toward the Brand – Factor Three	9.039[i]	10	.904	1.760	.067	.050
	Purchase Intention	165.778[j]	10	16.578	10.656	.000	.243
	I would like to try Castle Lager	321.570[k]	10	32.157	13.629	.000	.291
	I would buy Castle Lager if I saw it	179.703[l]	10	17.970	7.899	.000	.192
	I would seek out Castle Lager for purchase	83.415[m]	10	8.342	4.530	.000	.120
Intercept	Recall	12.592	1	12.592	11.517	.001	.034
	Attitude toward the Ad	35.516	1	35.516	143.829	.000	.302
	Attitude toward the Ad – Cognitive	43.147	1	43.147	129.994	.000	.281
	Attitude toward the Ad – Affective	29.120	1	29.120	42.738	.000	.114
	Attitude toward the Ad – Credibility	30.445	1	30.445	45.545	.000	.121
	Attitude toward the Brand	39.211	1	39.211	135.215	.000	.289
	Attitude toward the Brand – Factor One	34.585	1	34.585	55.040	.000	.142
	Attitude toward the Brand – Factor Two	58.931	1	58.931	72.504	.000	.179
	Attitude toward the Brand – Factor Three	36.580	1	36.580	71.230	.000	.177
	Purchase Intention	8.801	1	8.801	5.657	.018	.017
	I would like to try Castle Lager	8.870	1	8.870	3.759	.053	.011
	I would buy Castle Lager if I saw it	2.395	1	2.395	1.053	.306	.003
	I would seek out Castle Lager for purchase	19.134	1	19.134	10.390	.001	.030
Attitude toward Product Category	Recall	3.281	1	3.281	3.001	.084	.009
	Attitude toward the Ad	3.440	1	3.440	13.931	.000	.040
	Attitude toward the Ad – Cognitive	1.468	1	1.468	4.424	.036	.013
	Attitude toward the Ad – Affective	6.610	1	6.610	9.701	.002	.028
	Attitude toward the Ad – Credibility	5.270	1	5.270	7.884	.005	.023
	Attitude toward the Brand	2.093	1	2.093	7.218	.008	.021
	Attitude toward the Brand – Factor One	2.557	1	2.557	4.069	.044	.012
	Attitude toward the Brand – Factor Two	.615	1	.615	.757	.385	.002
	Attitude toward the Brand – Factor Three	1.333	1	1.333	2.596	.108	.008
	Purchase Intention	122.103	1	122.103	78.488	.000	.191
	I would like to try Castle Lager	268.256	1	268.256	113.693	.000	.255
	I would buy Castle Lager if I saw it	125.954	1	125.954	55.361	.000	.143

	I would seek out Castle Lager for purchase	30.787	1	30.787	16.718	.000	.048
Attitude toward Advertising	Recall	4.125	1	4.125	3.773	.053	.011
	Attitude toward the Ad	6.839	1	6.839	27.695	.000	.077
	Attitude toward the Ad – Cognitive	6.146	1	6.146	18.517	.000	.053
	Attitude toward the Ad – Affective	9.949	1	9.949	14.601	.000	.042
	Attitude toward the Ad – Credibility	6.387	1	6.387	9.555	.002	.028
	Attitude toward the Brand	4.639	1	4.639	15.999	.000	.046
	Attitude toward the Brand – Factor One	3.889	1	3.889	6.189	.013	.018
	Attitude toward the Brand – Factor Two	14.917	1	14.917	18.352	.000	.052
	Attitude toward the Brand – Factor Three	2.906	1	2.906	5.659	.018	.017
	Purchase Intention	7.118	1	7.118	4.576	.033	.014
	I would like to try Castle Lager	2.627	1	2.627	1.113	.292	.003
	I would buy Castle Lager if I saw it	9.449	1	9.449	4.153	.042	.012
	I would seek out Castle Lager for purchase	10.951	1	10.951	5.947	.015	.018
Gender	Recall	1.313	1	1.313	1.201	.274	.004
	Attitude toward the Ad	.818	1	.818	3.312	.070	.010
	Attitude toward the Ad – Cognitive	.047	1	.047	.142	.707	.000
	Attitude toward the Ad – Affective	3.082	1	3.082	4.524	.034	.013
	Attitude toward the Ad – Credibility	1.304	1	1.304	1.950	.164	.006
	Attitude toward the Brand	.418	1	.418	1.442	.231	.004
	Attitude toward the Brand – Factor One	1.512	1	1.512	2.406	.122	.007
	Attitude toward the Brand – Factor Two	.102	1	.102	.126	.723	.000
	Attitude toward the Brand – Factor Three	.002	1	.002	.005	.945	.000
	Purchase Intention	.838	1	.838	.539	.463	.002
	I would like to try Castle Lager	.825	1	.825	.350	.555	.001
	I would buy Castle Lager if I saw it	.039	1	.039	.017	.896	.000
	I would seek out Castle Lager for purchase	2.694	1	2.694	1.463	.227	.004
Age	Recall	.075	1	.075	.069	.794	.000
	Attitude toward the Ad	.259	1	.259	1.047	.307	.003
	Attitude toward the Ad – Cognitive	.172	1	.172	.518	.472	.002
	Attitude toward the Ad – Affective	.585	1	.585	.859	.355	.003
	Attitude toward the Ad – Credibility	.000	1	.000	.000	.996	.000
	Attitude toward the Brand	.001	1	.001	.002	.967	.000
	Attitude toward the Brand – Factor One	.033	1	.033	.052	.819	.000
	Attitude toward the Brand – Factor Two	.001	1	.001	.002	.966	.000
	Attitude toward the Brand – Factor Three	.055	1	.055	.106	.745	.000
	Purchase Intention	.015	1	.015	.009	.923	.000
	I would like to try Castle Lager	10.515	1	10.515	4.457	.036	.013
	I would buy Castle Lager if I saw it	.162	1	.162	.071	.790	.000
	I would seek out Castle Lager for purchase	10.255	1	10.255	5.569	.019	.016
Country of Origin	Recall	1.080	1	1.080	.988	.321	.003
	Attitude toward the Ad	.204	1	.204	.825	.364	.002
	Attitude toward the Ad – Cognitive	.000	1	.000	.000	.995	.000
	Attitude toward the Ad – Affective	.349	1	.349	.512	.475	.002
	Attitude toward the Ad – Credibility	1.502	1	1.502	2.247	.135	.007
	Attitude toward the Brand	.000	1	.000	.000	.994	.000
	Attitude toward the Brand – Factor One	.007	1	.007	.010	.919	.000
	Attitude toward the Brand – Factor Two	.439	1	.439	.540	.463	.002
	Attitude toward the Brand – Factor Three	.198	1	.198	.386	.535	.001
	Purchase Intention	.020	1	.020	.013	.909	.000
	I would like to try Castle Lager	.028	1	.028	.012	.913	.000
	I would buy Castle Lager if I saw it	2.550	1	2.550	1.121	.291	.003
	I would seek out Castle Lager for purchase	1.005	1	1.005	.546	.461	.002
Household Income	Recall	1.733	1	1.733	1.585	.209	.005
	Attitude toward the Ad	.147	1	.147	.595	.441	.002
	Attitude toward the Ad – Cognitive	.255	1	.255	.768	.381	.002
	Attitude toward the Ad – Affective	.031	1	.031	.046	.831	.000
	Attitude toward the Ad – Credibility	.702	1	.702	1.051	.306	.003
	Attitude toward the Brand	1.505	1	1.505	5.189	.023	.015
	Attitude toward the Brand – Factor One	3.449	1	3.449	5.489	.020	.016
	Attitude toward the Brand – Factor Two	.095	1	.095	.116	.733	.000
	Attitude toward the Brand – Factor Three	2.371	1	2.371	4.618	.032	.014

	Purchase Intention	.006	1	.006	.004	.949	.000
	I would like to try Castle Lager	1.839	1	1.839	.780	.378	.002
	I would buy Castle Lager if I saw it	.174	1	.174	.077	.782	.000
	I would seek out Castle Lager for purchase	.490	1	.490	.266	.606	.001
Education Level	Recall	2.222	1	2.222	2.032	.155	.006
	Attitude toward the Ad	.228	1	.228	.922	.338	.003
	Attitude toward the Ad – Cognitive	.030	1	.030	.091	.763	.000
	Attitude toward the Ad – Affective	1.013	1	1.013	1.487	.224	.004
	Attitude toward the Ad – Credibility	.135	1	.135	.201	.654	.001
	Attitude toward the Brand	.154	1	.154	.531	.467	.002
	Attitude toward the Brand – Factor One	.172	1	.172	.273	.602	.001
	Attitude toward the Brand – Factor Two	.003	1	.003	.004	.952	.000
	Attitude toward the Brand – Factor Three	.359	1	.359	.699	.404	.002
	Purchase Intention	2.674	1	2.674	1.719	.191	.005
	I would like to try Castle Lager	1.823	1	1.823	.773	.380	.002
	I would buy Castle Lager if I saw it	7.558	1	7.558	3.322	.069	.010
	I would seek out Castle Lager for purchase	.651	1	.651	.354	.552	.001
Hours online per week	Recall	4.176	1	4.176	3.819	.052	.011
	Attitude toward the Ad	.129	1	.129	.520	.471	.002
	Attitude toward the Ad – Cognitive	.615	1	.615	1.853	.174	.006
	Attitude toward the Ad – Affective	.001	1	.001	.001	.974	.000
	Attitude toward the Ad – Credibility	.024	1	.024	.036	.850	.000
	Attitude toward the Brand	.114	1	.114	.392	.531	.001
	Attitude toward the Brand – Factor One	.014	1	.014	.022	.881	.000
	Attitude toward the Brand – Factor Two	.532	1	.532	.655	.419	.002
	Attitude toward the Brand – Factor Three	.183	1	.183	.356	.551	.001
	Purchase Intention	1.212	1	1.212	.779	.378	.002
	I would like to try Castle Lager	1.535	1	1.535	.651	.420	.002
	I would buy Castle Lager if I saw it	.649	1	.649	.285	.594	.001
	I would seek out Castle Lager for purchase	1.583	1	1.583	.859	.355	.003
Computer and Internet Skills	Recall	.064	1	.064	.059	.809	.000
	Attitude toward the Ad	.671	1	.671	2.718	.100	.008
	Attitude toward the Ad – Cognitive	.009	1	.009	.026	.872	.000
	Attitude toward the Ad – Affective	2.629	1	2.629	3.859	.050	.011
	Attitude toward the Ad – Credibility	3.299	1	3.299	4.935	.027	.015
	Attitude toward the Brand	.009	1	.009	.032	.857	.000
	Attitude toward the Brand – Factor One	.056	1	.056	.089	.765	.000
	Attitude toward the Brand – Factor Two	.032	1	.032	.039	.843	.000
	Attitude toward the Brand – Factor Three	.002	1	.002	.004	.951	.000
	Purchase Intention	.345	1	.345	.222	.638	.001
	I would like to try Castle Lager	1.446	1	1.446	.613	.434	.002
	I would buy Castle Lager if I saw it	2.678	1	2.678	1.177	.279	.004
	I would seek out Castle Lager for purchase	1.161	1	1.161	.630	.428	.002
Exposure Sequence	Recall	.000	1	.000	.000	.997	.000
	Attitude toward the Ad	.128	1	.128	.517	.473	.002
	Attitude toward the Ad – Cognitive	.148	1	.148	.445	.505	.001
	Attitude toward the Ad – Affective	.598	1	.598	.878	.350	.003
	Attitude toward the Ad – Credibility	1.133	1	1.133	1.696	.194	.005
	Attitude toward the Brand	.321	1	.321	1.107	.293	.003
	Attitude toward the Brand – Factor One	.489	1	.489	.779	.378	.002
	Attitude toward the Brand – Factor Two	.168	1	.168	.207	.649	.001
	Attitude toward the Brand – Factor Three	.406	1	.406	.790	.375	.002
	Purchase Intention	2.368	1	2.368	1.522	.218	.005
	I would like to try Castle Lager	2.461	1	2.461	1.043	.308	.003
	I would buy Castle Lager if I saw it	4.923	1	4.923	2.164	.142	.006
	I would seek out Castle Lager for purchase	.687	1	.687	.373	.542	.001
Error	Recall	363.008	332	1.093			
	Attitude toward the Ad	81.981	332	.247			
	Attitude toward the Ad – Cognitive	110.196	332	.332			
	Attitude toward the Ad – Affective	226.216	332	.681			
	Attitude toward the Ad – Credibility	221.928	332	.668			
	Attitude toward the Brand	96.275	332	.290			

	Attitude toward the Brand – Factor One	208.618	332	.628
	Attitude toward the Brand – Factor Two	269.850	332	.813
	Attitude toward the Brand – Factor Three	170.498	332	.514
	Purchase Intention	516.489	332	1.556
	I would like to try Castle Lager	783.346	332	2.359
	I would buy Castle Lager if I saw it	755.345	332	2.275
	I would seek out Castle Lager for purchase	611.378	332	1.841
Total	Recall	1802.903	343	
	Attitude toward the Ad	5923.103	343	
	Attitude toward the Ad – Cognitive	5469.484	343	
	Attitude toward the Ad – Affective	6453.409	343	
	Attitude toward the Ad – Credibility	6751.584	343	
	Attitude toward the Brand	5937.963	343	
	Attitude toward the Brand – Factor One	5753.446	343	
	Attitude toward the Brand – Factor Two	7133.992	343	
	Attitude toward the Brand – Factor Three	5793.584	343	
	Purchase Intention	4551.069	343	
	I would like to try Castle Lager	6767.912	343	
	I would buy Castle Lager if I saw it	5078.492	343	
	I would seek out Castle Lager for purchase	2901.597	343	
Corrected Total	Recall	379.184	342	
	Attitude toward the Ad	93.543	342	
	Attitude toward the Ad – Cognitive	118.946	342	
	Attitude toward the Ad – Affective	247.590	342	
	Attitude toward the Ad – Credibility	239.365	342	
	Attitude toward the Brand	106.387	342	
	Attitude toward the Brand – Factor One	221.834	342	
	Attitude toward the Brand – Factor Two	286.922	342	
	Attitude toward the Brand – Factor Three	179.537	342	
	Purchase Intention	682.266	342	
	I would like to try Castle Lager	1104.917	342	
	I would buy Castle Lager if I saw it	935.048	342	
	I would seek out Castle Lager for purchase	694.793	342	

Hypothesis 6

Levene's Test of Equality of Error Variances				
	F	df1	df2	Sig.
Recall	.014	2	989	.986
Attitude toward the Ad	16.073	2	989	.000
Attitude toward the Ad – Cognitive	15.004	2	989	.000
Attitude toward the Ad – Affective	12.990	2	989	.000
Attitude toward the Ad – Credibility	9.175	2	989	.000
Attitude toward the Brand	5.951	2	989	.003
Attitude toward the Brand – Factor One	8.824	2	989	.000
Attitude toward the Brand – Factor Two	2.852	2	989	.058
Attitude toward the Brand – Factor Three	9.241	2	989	.000
Purchase Intention	.259	2	989	.772
I would like to try Castle Lager	.309	2	989	.734
I would buy Castle Lager if I saw it	.928	2	989	.396
I would seek out Castle Lager for purchase	1.016	2	989	.362

Tests of Between–Subjects Effects							
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Recall	193.687[a]	11	17.608	15.645	.000	.149
	Attitude toward the Ad	38.144[b]	11	3.468	8.524	.000	.087
	Attitude toward the Ad – Cognitive	44.363[c]	11	4.033	8.036	.000	.083
	Attitude toward the Ad – Affective	56.892[d]	11	5.172	5.633	.000	.059
	Attitude toward the Ad – Credibility	36.720[e]	11	3.338	3.887	.000	.042
	Attitude toward the Brand	27.440[f]	11	2.495	7.023	.000	.073
	Attitude toward the Brand – Factor One	41.908[g]	11	3.810	5.023	.000	.053
	Attitude toward the Brand – Factor Two	60.551[h]	11	5.505	6.213	.000	.065
	Attitude toward the Brand – Factor Three	20.367[i]	11	1.852	2.669	.002	.029
	Purchase Intention	497.197[j]	11	45.200	27.598	.000	.237
	I would like to try Castle Lager	884.631[k]	11	80.421	33.155	.000	.271
	I would buy Castle Lager if I saw it	550.203[l]	11	50.018	20.883	.000	.190
	I would seek out Castle Lager for purchase	237.000[m]	11	21.545	11.196	.000	.112
Intercept	Recall	58.272	1	58.272	51.775	.000	.050
	Attitude toward the Ad	131.449	1	131.449	323.110	.000	.248
	Attitude toward the Ad – Cognitive	138.980	1	138.980	276.916	.000	.220
	Attitude toward the Ad – Affective	122.806	1	122.806	133.747	.000	.120
	Attitude toward the Ad – Credibility	138.942	1	138.942	161.802	.000	.142
	Attitude toward the Brand	125.009	1	125.009	351.925	.000	.264
	Attitude toward the Brand – Factor One	119.889	1	119.889	158.078	.000	.139
	Attitude toward the Brand – Factor Two	157.010	1	157.010	177.212	.000	.153
	Attitude toward the Brand – Factor Three	111.599	1	111.599	160.877	.000	.141
	Purchase Intention	24.038	1	24.038	14.677	.000	.015
	I would like to try Castle Lager	24.496	1	24.496	10.099	.002	.010
	I would buy Castle Lager if I saw it	12.287	1	12.287	5.130	.024	.005
	I would seek out Castle Lager for purchase	39.114	1	39.114	20.326	.000	.020
Attitude toward Product Category	Recall	9.099	1	9.099	8.085	.005	.008
	Attitude toward the Ad	4.125	1	4.125	10.139	.001	.010
	Attitude toward the Ad – Cognitive	.750	1	.750	1.495	.222	.002
	Attitude toward the Ad – Affective	14.502	1	14.502	15.794	.000	.016
	Attitude toward the Ad – Credibility	3.137	1	3.137	3.653	.056	.004
	Attitude toward the Brand	5.703	1	5.703	16.055	.000	.016
	Attitude toward the Brand – Factor One	6.866	1	6.866	9.053	.003	.009
	Attitude toward the Brand – Factor Two	7.670	1	7.670	8.657	.003	.009
	Attitude toward the Brand – Factor Three	1.327	1	1.327	1.913	.167	.002
	Purchase Intention	389.365	1	389.365	237.736	.000	.195
	I would like to try Castle Lager	768.407	1	768.407	316.786	.000	.244
	I would buy Castle Lager if I saw it	416.652	1	416.652	173.955	.000	.151

	I would seek out Castle Lager for purchase	122.430	1	122.430	63.621	.000	.061
Attitude toward Advertising	Recall	4.924	1	4.924	4.375	.037	.004
	Attitude toward the Ad	31.501	1	31.501	77.431	.000	.073
	Attitude toward the Ad – Cognitive	35.064	1	35.064	69.864	.000	.067
	Attitude toward the Ad – Affective	34.757	1	34.757	37.854	.000	.037
	Attitude toward the Ad – Credibility	22.962	1	22.962	26.740	.000	.027
	Attitude toward the Brand	18.653	1	18.653	52.512	.000	.051
	Attitude toward the Brand – Factor One	22.595	1	22.595	29.792	.000	.030
	Attitude toward the Brand – Factor Two	38.549	1	38.549	43.509	.000	.043
	Attitude toward the Brand – Factor Three	12.107	1	12.107	17.453	.000	.017
	Purchase Intention	44.241	1	44.241	27.012	.000	.027
	I would like to try Castle Lager	30.564	1	30.564	12.600	.000	.013
	I would buy Castle Lager if I saw it	49.526	1	49.526	20.678	.000	.021
	I would seek out Castle Lager for purchase	54.584	1	54.584	28.365	.000	.028
Gender	Recall	.003	1	.003	.003	.956	.000
	Attitude toward the Ad	1.018	1	1.018	2.501	.114	.003
	Attitude toward the Ad – Cognitive	1.463	1	1.463	2.916	.088	.003
	Attitude toward the Ad – Affective	.940	1	.940	1.023	.312	.001
	Attitude toward the Ad – Credibility	.010	1	.010	.012	.912	.000
	Attitude toward the Brand	.059	1	.059	.167	.683	.000
	Attitude toward the Brand – Factor One	.295	1	.295	.390	.533	.000
	Attitude toward the Brand – Factor Two	.000	1	.000	.000	.999	.000
	Attitude toward the Brand – Factor Three	.018	1	.018	.025	.873	.000
	Purchase Intention	.614	1	.614	.375	.540	.000
	I would like to try Castle Lager	.318	1	.318	.131	.717	.000
	I would buy Castle Lager if I saw it	.001	1	.001	.000	.987	.000
	I would seek out Castle Lager for purchase	3.285	1	3.285	1.707	.192	.002
Age	Recall	.349	1	.349	.310	.578	.000
	Attitude toward the Ad	.002	1	.002	.004	.949	.000
	Attitude toward the Ad – Cognitive	.251	1	.251	.500	.480	.001
	Attitude toward the Ad – Affective	.160	1	.160	.174	.677	.000
	Attitude toward the Ad – Credibility	.475	1	.475	.553	.457	.001
	Attitude toward the Brand	.261	1	.261	.736	.391	.001
	Attitude toward the Brand – Factor One	.229	1	.229	.302	.583	.000
	Attitude toward the Brand – Factor Two	.041	1	.041	.046	.830	.000
	Attitude toward the Brand – Factor Three	.660	1	.660	.952	.329	.001
	Purchase Intention	4.509	1	4.509	2.753	.097	.003
	I would like to try Castle Lager	.030	1	.030	.012	.912	.000
	I would buy Castle Lager if I saw it	7.257	1	7.257	3.030	.082	.003
	I would seek out Castle Lager for purchase	14.818	1	14.818	7.700	.006	.008
Country of Origin	Recall	2.370	1	2.370	2.106	.147	.002
	Attitude toward the Ad	.272	1	.272	.670	.413	.001
	Attitude toward the Ad – Cognitive	.186	1	.186	.371	.542	.000
	Attitude toward the Ad – Affective	1.165	1	1.165	1.269	.260	.001
	Attitude toward the Ad – Credibility	4.093	1	4.093	4.766	.029	.005
	Attitude toward the Brand	.240	1	.240	.675	.411	.001
	Attitude toward the Brand – Factor One	.001	1	.001	.001	.973	.000
	Attitude toward the Brand – Factor Two	3.316	1	3.316	3.743	.053	.004
	Attitude toward the Brand – Factor Three	2.321	1	2.321	3.345	.068	.003
	Purchase Intention	.758	1	.758	.463	.496	.000
	I would like to try Castle Lager	.307	1	.307	.127	.722	.000
	I would buy Castle Lager if I saw it	12.652	1	12.652	5.282	.022	.005
	I would seek out Castle Lager for purchase	2.246	1	2.246	1.167	.280	.001
Household Income	Recall	3.727	1	3.727	3.312	.069	.003
	Attitude toward the Ad	.676	1	.676	1.662	.198	.002
	Attitude toward the Ad – Cognitive	.244	1	.244	.486	.486	.000
	Attitude toward the Ad – Affective	.915	1	.915	.997	.318	.001
	Attitude toward the Ad – Credibility	2.600	1	2.600	3.027	.082	.003
	Attitude toward the Brand	.386	1	.386	1.086	.298	.001
	Attitude toward the Brand – Factor One	2.884	1	2.884	3.802	.051	.004
	Attitude toward the Brand – Factor Two	.000	1	.000	.001	.981	.000
	Attitude toward the Brand – Factor Three	.013	1	.013	.019	.892	.000

	Purchase Intention	.997	1	.997	.608	.436	.001
	I would like to try Castle Lager	3.804	1	3.804	1.568	.211	.002
	I would buy Castle Lager if I saw it	.059	1	.059	.025	.875	.000
	I would seek out Castle Lager for purchase	.642	1	.642	.334	.564	.000
Education Level	Recall	1.437	1	1.437	1.277	.259	.001
	Attitude toward the Ad	.115	1	.115	.282	.595	.000
	Attitude toward the Ad – Cognitive	.441	1	.441	.878	.349	.001
	Attitude toward the Ad – Affective	.057	1	.057	.062	.804	.000
	Attitude toward the Ad – Credibility	.001	1	.001	.001	.969	.000
	Attitude toward the Brand	.001	1	.001	.003	.959	.000
	Attitude toward the Brand – Factor One	.024	1	.024	.032	.857	.000
	Attitude toward the Brand – Factor Two	.270	1	.270	.304	.581	.000
	Attitude toward the Brand – Factor Three	.318	1	.318	.458	.499	.000
	Purchase Intention	.227	1	.227	.139	.710	.000
	I would like to try Castle Lager	3.805	1	3.805	1.569	.211	.002
	I would buy Castle Lager if I saw it	.585	1	.585	.244	.621	.000
	I would seek out Castle Lager for purchase	.059	1	.059	.031	.861	.000
Hours online per week	Recall	4.391	1	4.391	3.902	.049	.004
	Attitude toward the Ad	.000	1	.000	.000	.998	.000
	Attitude toward the Ad – Cognitive	.005	1	.005	.011	.917	.000
	Attitude toward the Ad – Affective	.000	1	.000	.000	.991	.000
	Attitude toward the Ad – Credibility	.115	1	.115	.134	.715	.000
	Attitude toward the Brand	.005	1	.005	.013	.908	.000
	Attitude toward the Brand – Factor One	.267	1	.267	.352	.553	.000
	Attitude toward the Brand – Factor Two	.173	1	.173	.195	.659	.000
	Attitude toward the Brand – Factor Three	.182	1	.182	.263	.608	.000
	Purchase Intention	.795	1	.795	.485	.486	.000
	I would like to try Castle Lager	1.918	1	1.918	.791	.374	.001
	I would buy Castle Lager if I saw it	.345	1	.345	.144	.704	.000
	I would seek out Castle Lager for purchase	.492	1	.492	.256	.613	.000
Computer and Internet Skills	Recall	.019	1	.019	.017	.897	.000
	Attitude toward the Ad	2.124	1	2.124	5.222	.023	.005
	Attitude toward the Ad – Cognitive	.560	1	.560	1.116	.291	.001
	Attitude toward the Ad – Affective	4.430	1	4.430	4.824	.028	.005
	Attitude toward the Ad – Credibility	4.930	1	4.930	5.742	.017	.006
	Attitude toward the Brand	.736	1	.736	2.072	.150	.002
	Attitude toward the Brand – Factor One	.629	1	.629	.829	.363	.001
	Attitude toward the Brand – Factor Two	2.327	1	2.327	2.626	.105	.003
	Attitude toward the Brand – Factor Three	2.301	1	2.301	3.317	.069	.003
	Purchase Intention	5.725	1	5.725	3.496	.062	.004
	I would like to try Castle Lager	11.968	1	11.968	4.934	.027	.005
	I would buy Castle Lager if I saw it	8.196	1	8.196	3.422	.065	.003
	I would seek out Castle Lager for purchase	.733	1	.733	.381	.537	.000
Media Combination	Recall	165.135	2	82.568	73.362	.000	.130
	Attitude toward the Ad	.036	2	.018	.045	.956	.000
	Attitude toward the Ad – Cognitive	3.669	2	1.835	3.655	.026	.007
	Attitude toward the Ad – Affective	3.403	2	1.701	1.853	.157	.004
	Attitude toward the Ad – Credibility	1.308	2	.654	.762	.467	.002
	Attitude toward the Brand	.793	2	.396	1.116	.328	.002
	Attitude toward the Brand – Factor One	5.222	2	2.611	3.443	.032	.007
	Attitude toward the Brand – Factor Two	9.915	2	4.957	5.595	.004	.011
	Attitude toward the Brand – Factor Three	1.212	2	.606	.873	.418	.002
	Purchase Intention	2.073	2	1.036	.633	.531	.001
	I would like to try Castle Lager	1.778	2	.889	.367	.693	.001
	I would buy Castle Lager if I saw it	1.676	2	.838	.350	.705	.001
	I would seek out Castle Lager for purchase	6.123	2	3.061	1.591	.204	.003
Error	Recall	1102.966	980	1.125			
	Attitude toward the Ad	398.687	980	.407			
	Attitude toward the Ad – Cognitive	491.846	980	.502			
	Attitude toward the Ad – Affective	899.832	980	.918			
	Attitude toward the Ad – Credibility	841.544	980	.859			
	Attitude toward the Brand	348.111	980	.355			

	Attitude toward the Brand – Factor One	743.248	980	.758
	Attitude toward the Brand – Factor Two	868.281	980	.886
	Attitude toward the Brand – Factor Three	679.821	980	.694
	Purchase Intention	1605.047	980	1.638
	I would like to try Castle Lager	2377.120	980	2.426
	I would buy Castle Lager if I saw it	2347.262	980	2.395
	I would seek out Castle Lager for purchase	1885.876	980	1.924
Total	Recall	8008.487	992	
	Attitude toward the Ad	17247.484	992	
	Attitude toward the Ad – Cognitive	15428.261	992	
	Attitude toward the Ad – Affective	19507.325	992	
	Attitude toward the Ad – Credibility	20119.759	992	
	Attitude toward the Brand	17022.873	992	
	Attitude toward the Brand – Factor One	16044.422	992	
	Attitude toward the Brand – Factor Two	21639.324	992	
	Attitude toward the Brand – Factor Three	16801.402	992	
	Purchase Intention	13245.127	992	
	I would like to try Castle Lager	19948.908	992	
	I would buy Castle Lager if I saw it	14930.524	992	
	I would seek out Castle Lager for purchase	8176.570	992	
Corrected Total	Recall	1296.653	991	
	Attitude toward the Ad	436.832	991	
	Attitude toward the Ad – Cognitive	536.210	991	
	Attitude toward the Ad – Affective	956.724	991	
	Attitude toward the Ad – Credibility	878.264	991	
	Attitude toward the Brand	375.552	991	
	Attitude toward the Brand – Factor One	785.156	991	
	Attitude toward the Brand – Factor Two	928.832	991	
	Attitude toward the Brand – Factor Three	700.188	991	
	Purchase Intention	2102.243	991	
	I would like to try Castle Lager	3261.751	991	
	I would buy Castle Lager if I saw it	2897.464	991	
	I would seek out Castle Lager for purchase	2122.877	991	

Hypothesis 7

Levene's Test of Equality of Error Variances				
	F	df1	df2	Sig.
Recall	.042	1	678	.837
Attitude toward the Ad	32.153	1	678	.000
Attitude toward the Ad – Cognitive	28.057	1	678	.000
Attitude toward the Ad – Affective	26.315	1	678	.000
Attitude toward the Ad – Credibility	18.308	1	678	.000
Attitude toward the Brand	10.131	1	678	.002
Attitude toward the Brand – Factor One	13.677	1	678	.000
Attitude toward the Brand – Factor Two	5.104	1	678	.024
Attitude toward the Brand – Factor Three	17.348	1	678	.000
Purchase Intention	.351	1	678	.553
I would like to try Castle Lager	.622	1	678	.431
I would buy Castle Lager if I saw it	1.071	1	678	.301
I would seek out Castle Lager for purchase	.604	1	678	.437

Tests of Between–Subjects Effects							
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Recall	150.067[a]	10	15.007	13.348	.000	.166
	Attitude toward the Ad	25.405[b]	10	2.541	6.804	.000	.092
	Attitude toward the Ad – Cognitive	26.392[c]	10	2.639	5.711	.000	.079
	Attitude toward the Ad – Affective	43.829[d]	10	4.383	4.967	.000	.069
	Attitude toward the Ad – Credibility	31.487[e]	10	3.149	3.778	.000	.053
	Attitude toward the Brand	18.886[f]	10	1.889	5.412	.000	.075
	Attitude toward the Brand – Factor One	29.391[g]	10	2.939	4.025	.000	.057
	Attitude toward the Brand – Factor Two	46.339[h]	10	4.634	5.473	.000	.076
	Attitude toward the Brand – Factor Three	16.854[i]	10	1.685	2.452	.007	.035
	Purchase Intention	316.591[j]	10	31.659	19.303	.000	.224
	I would like to try Castle Lager	581.648[k]	10	58.165	23.776	.000	.262
	I would buy Castle Lager if I saw it	353.674[l]	10	35.367	14.936	.000	.183
	I would seek out Castle Lager for purchase	154.183[m]	10	15.418	7.889	.000	.105
Intercept	Recall	27.138	1	27.138	24.138	.000	.035
	Attitude toward the Ad	85.663	1	85.663	229.418	.000	.255
	Attitude toward the Ad – Cognitive	98.098	1	98.098	212.269	.000	.241
	Attitude toward the Ad – Affective	75.652	1	75.652	85.726	.000	.114
	Attitude toward the Ad – Credibility	83.214	1	83.214	99.838	.000	.130
	Attitude toward the Brand	75.251	1	75.251	215.636	.000	.244
	Attitude toward the Brand – Factor One	66.584	1	66.584	91.178	.000	.120
	Attitude toward the Brand – Factor Two	116.982	1	116.982	138.169	.000	.171
	Attitude toward the Brand – Factor Three	66.220	1	66.220	96.352	.000	.126
	Purchase Intention	13.515	1	13.515	8.240	.004	.012
	I would like to try Castle Lager	18.731	1	18.731	7.657	.006	.011
	I would buy Castle Lager if I saw it	5.323	1	5.323	2.248	.134	.003
	I would seek out Castle Lager for purchase	19.303	1	19.303	9.877	.002	.015
Attitude toward Product Category	Recall	7.009	1	7.009	6.234	.013	.009
	Attitude toward the Ad	2.284	1	2.284	6.118	.014	.009
	Attitude toward the Ad – Cognitive	.106	1	.106	.230	.632	.000
	Attitude toward the Ad – Affective	9.758	1	9.758	11.057	.001	.016
	Attitude toward the Ad – Credibility	3.140	1	3.140	3.767	.053	.006
	Attitude toward the Brand	3.238	1	3.238	9.278	.002	.014
	Attitude toward the Brand – Factor One	4.544	1	4.544	6.223	.013	.009
	Attitude toward the Brand – Factor Two	2.353	1	2.353	2.780	.096	.004
	Attitude toward the Brand – Factor Three	.736	1	.736	1.072	.301	.002
	Purchase Intention	244.050	1	244.050	148.798	.000	.182
	I would like to try Castle Lager	489.567	1	489.567	200.123	.000	.230

	I would buy Castle Lager if I saw it	262.808	1	262.808	110.985	.000	.142
	I would seek out Castle Lager for purchase	72.740	1	72.740	37.218	.000	.053
Attitude toward Advertising	Recall	2.624	1	2.624	2.334	.127	.003
	Attitude toward the Ad	21.793	1	21.793	58.364	.000	.080
	Attitude toward the Ad – Cognitive	20.545	1	20.545	44.456	.000	.062
	Attitude toward the Ad – Affective	26.854	1	26.854	30.429	.000	.044
	Attitude toward the Ad – Credibility	21.224	1	21.224	25.464	.000	.037
	Attitude toward the Brand	11.626	1	11.626	33.314	.000	.047
	Attitude toward the Brand – Factor One	12.748	1	12.748	17.456	.000	.025
	Attitude toward the Brand – Factor Two	32.344	1	32.344	38.202	.000	.054
	Attitude toward the Brand – Factor Three	8.800	1	8.800	12.805	.000	.019
	Purchase Intention	20.892	1	20.892	12.738	.000	.019
	I would like to try Castle Lager	15.577	1	15.577	6.367	.012	.009
	I would buy Castle Lager if I saw it	26.567	1	26.567	11.219	.001	.016
	I would seek out Castle Lager for purchase	21.264	1	21.264	10.880	.001	.016
Gender	Recall	.267	1	.267	.238	.626	.000
	Attitude toward the Ad	.476	1	.476	1.274	.259	.002
	Attitude toward the Ad – Cognitive	.033	1	.033	.072	.789	.000
	Attitude toward the Ad – Affective	1.321	1	1.321	1.497	.222	.002
	Attitude toward the Ad – Credibility	.160	1	.160	.192	.661	.000
	Attitude toward the Brand	.001	1	.001	.004	.951	.000
	Attitude toward the Brand – Factor One	.243	1	.243	.333	.564	.000
	Attitude toward the Brand – Factor Two	.054	1	.054	.064	.800	.000
	Attitude toward the Brand – Factor Three	.318	1	.318	.463	.497	.001
	Purchase Intention	.969	1	.969	.591	.442	.001
	I would like to try Castle Lager	3.148	1	3.148	1.287	.257	.002
	I would buy Castle Lager if I saw it	.071	1	.071	.030	.863	.000
	I would seek out Castle Lager for purchase	.834	1	.834	.427	.514	.001
Age	Recall	.285	1	.285	.254	.615	.000
	Attitude toward the Ad	.024	1	.024	.063	.801	.000
	Attitude toward the Ad – Cognitive	.314	1	.314	.680	.410	.001
	Attitude toward the Ad – Affective	.042	1	.042	.048	.827	.000
	Attitude toward the Ad – Credibility	.309	1	.309	.371	.543	.001
	Attitude toward the Brand	.010	1	.010	.029	.865	.000
	Attitude toward the Brand – Factor One	.220	1	.220	.301	.583	.000
	Attitude toward the Brand – Factor Two	.037	1	.037	.044	.834	.000
	Attitude toward the Brand – Factor Three	.090	1	.090	.130	.718	.000
	Purchase Intention	4.932	1	4.932	3.007	.083	.004
	I would like to try Castle Lager	1.119	1	1.119	.457	.499	.001
	I would buy Castle Lager if I saw it	7.854	1	7.854	3.317	.069	.005
	I would seek out Castle Lager for purchase	24.187	1	24.187	12.375	.000	.018
Country of Origin	Recall	1.099	1	1.099	.978	.323	.001
	Attitude toward the Ad	.208	1	.208	.556	.456	.001
	Attitude toward the Ad – Cognitive	.000	1	.000	.001	.982	.000
	Attitude toward the Ad – Affective	.258	1	.258	.293	.589	.000
	Attitude toward the Ad – Credibility	2.489	1	2.489	2.986	.084	.004
	Attitude toward the Brand	.000	1	.000	.000	.994	.000
	Attitude toward the Brand – Factor One	.076	1	.076	.104	.747	.000
	Attitude toward the Brand – Factor Two	1.535	1	1.535	1.813	.179	.003
	Attitude toward the Brand – Factor Three	.033	1	.033	.049	.825	.000
	Purchase Intention	.428	1	.428	.261	.610	.000
	I would like to try Castle Lager	.713	1	.713	.291	.590	.000
	I would buy Castle Lager if I saw it	2.339	1	2.339	.988	.321	.001
	I would seek out Castle Lager for purchase	7.013	1	7.013	3.588	.059	.005
Household Income	Recall	.450	1	.450	.400	.527	.001
	Attitude toward the Ad	.003	1	.003	.009	.923	.000
	Attitude toward the Ad – Cognitive	.009	1	.009	.019	.891	.000
	Attitude toward the Ad – Affective	.002	1	.002	.003	.958	.000
	Attitude toward the Ad – Credibility	.369	1	.369	.443	.506	.001
	Attitude toward the Brand	2.072	1	2.072	5.938	.015	.009
	Attitude toward the Brand – Factor One	6.735	1	6.735	9.222	.002	.014
	Attitude toward the Brand – Factor Two	.126	1	.126	.148	.700	.000

	Attitude toward the Brand – Factor Three	1.261	1	1.261	1.835	.176	.003
	Purchase Intention	.071	1	.071	.043	.835	.000
	I would like to try Castle Lager	1.261	1	1.261	.515	.473	.001
	I would buy Castle Lager if I saw it	.244	1	.244	.103	.748	.000
	I would seek out Castle Lager for purchase	.029	1	.029	.015	.903	.000
Education Level	Recall	1.477	1	1.477	1.314	.252	.002
	Attitude toward the Ad	.045	1	.045	.120	.730	.000
	Attitude toward the Ad – Cognitive	.040	1	.040	.087	.768	.000
	Attitude toward the Ad – Affective	.582	1	.582	.659	.417	.001
	Attitude toward the Ad – Credibility	.290	1	.290	.348	.556	.001
	Attitude toward the Brand	.064	1	.064	.183	.669	.000
	Attitude toward the Brand – Factor One	.046	1	.046	.063	.802	.000
	Attitude toward the Brand – Factor Two	.394	1	.394	.465	.496	.001
	Attitude toward the Brand – Factor Three	.120	1	.120	.174	.676	.000
	Purchase Intention	.013	1	.013	.008	.930	.000
	I would like to try Castle Lager	1.257	1	1.257	.514	.474	.001
	I would buy Castle Lager if I saw it	1.803	1	1.803	.761	.383	.001
	I would seek out Castle Lager for purchase	.014	1	.014	.007	.933	.000
Hours online per week	Recall	2.661	1	2.661	2.367	.124	.004
	Attitude toward the Ad	.004	1	.004	.011	.918	.000
	Attitude toward the Ad – Cognitive	.000	1	.000	.000	.993	.000
	Attitude toward the Ad – Affective	.134	1	.134	.151	.697	.000
	Attitude toward the Ad – Credibility	.136	1	.136	.163	.686	.000
	Attitude toward the Brand	.023	1	.023	.065	.798	.000
	Attitude toward the Brand – Factor One	.189	1	.189	.259	.611	.000
	Attitude toward the Brand – Factor Two	.005	1	.005	.006	.940	.000
	Attitude toward the Brand – Factor Three	.625	1	.625	.909	.341	.001
	Purchase Intention	.596	1	.596	.364	.547	.001
	I would like to try Castle Lager	.514	1	.514	.210	.647	.000
	I would buy Castle Lager if I saw it	.307	1	.307	.130	.719	.000
	I would seek out Castle Lager for purchase	1.094	1	1.094	.560	.455	.001
Computer and Internet Skills	Recall	.239	1	.239	.212	.645	.000
	Attitude toward the Ad	1.165	1	1.165	3.119	.078	.005
	Attitude toward the Ad – Cognitive	.003	1	.003	.006	.937	.000
	Attitude toward the Ad – Affective	3.970	1	3.970	4.499	.034	.007
	Attitude toward the Ad – Credibility	5.659	1	5.659	6.789	.009	.010
	Attitude toward the Brand	.809	1	.809	2.318	.128	.003
	Attitude toward the Brand – Factor One	1.035	1	1.035	1.417	.234	.002
	Attitude toward the Brand – Factor Two	.409	1	.409	.483	.487	.001
	Attitude toward the Brand – Factor Three	3.092	1	3.092	4.499	.034	.007
	Purchase Intention	4.346	1	4.346	2.650	.104	.004
	I would like to try Castle Lager	7.800	1	7.800	3.189	.075	.005
	I would buy Castle Lager if I saw it	7.890	1	7.890	3.332	.068	.005
	I would seek out Castle Lager for purchase	.426	1	.426	.218	.641	.000
Media Combination	Recall	132.144	1	132.144	117.536	.000	.149
	Attitude toward the Ad	.020	1	.020	.053	.817	.000
	Attitude toward the Ad – Cognitive	3.811	1	3.811	8.247	.004	.012
	Attitude toward the Ad – Affective	3.414	1	3.414	3.869	.050	.006
	Attitude toward the Ad – Credibility	1.356	1	1.356	1.627	.203	.002
	Attitude toward the Brand	.014	1	.014	.041	.840	.000
	Attitude toward the Brand – Factor One	1.747	1	1.747	2.392	.122	.004
	Attitude toward the Brand – Factor Two	9.872	1	9.872	11.660	.001	.017
	Attitude toward the Brand – Factor Three	.621	1	.621	.903	.342	.001
	Purchase Intention	.245	1	.245	.149	.699	.000
	I would like to try Castle Lager	1.428	1	1.428	.584	.445	.001
	I would buy Castle Lager if I saw it	.617	1	.617	.260	.610	.000
	I would seek out Castle Lager for purchase	.246	1	.246	.126	.723	.000
Error	Recall	752.142	669	1.124			
	Attitude toward the Ad	249.799	669	.373			
	Attitude toward the Ad – Cognitive	309.173	669	.462			
	Attitude toward the Ad – Affective	590.386	669	.882			
	Attitude toward the Ad – Credibility	557.605	669	.833			

	Attitude toward the Brand	233.462	669	.349
	Attitude toward the Brand – Factor One	488.549	669	.730
	Attitude toward the Brand – Factor Two	566.415	669	.847
	Attitude toward the Brand – Factor Three	459.786	669	.687
	Purchase Intention	1097.253	669	1.640
	I would like to try Castle Lager	1636.594	669	2.446
	I would buy Castle Lager if I saw it	1584.165	669	2.368
	I would seek out Castle Lager for purchase	1307.505	669	1.954
Total	Recall	5082.862	680	
	Attitude toward the Ad	11776.877	680	
	Attitude toward the Ad – Cognitive	10518.444	680	
	Attitude toward the Ad – Affective	13329.180	680	
	Attitude toward the Ad – Credibility	13754.560	680	
	Attitude toward the Brand	11772.058	680	
	Attitude toward the Brand – Factor One	11193.948	680	
	Attitude toward the Brand – Factor Two	14901.832	680	
	Attitude toward the Brand – Factor Three	11427.818	680	
	Purchase Intention	9257.169	680	
	I would like to try Castle Lager	13845.997	680	
	I would buy Castle Lager if I saw it	10386.032	680	
	I would seek out Castle Lager for purchase	5809.973	680	
Corrected Total	Recall	902.209	679	
	Attitude toward the Ad	275.204	679	
	Attitude toward the Ad – Cognitive	335.566	679	
	Attitude toward the Ad – Affective	634.215	679	
	Attitude toward the Ad – Credibility	589.092	679	
	Attitude toward the Brand	252.348	679	
	Attitude toward the Brand – Factor One	517.940	679	
	Attitude toward the Brand – Factor Two	612.755	679	
	Attitude toward the Brand – Factor Three	476.640	679	
	Purchase Intention	1413.844	679	
	I would like to try Castle Lager	2218.242	679	
	I would buy Castle Lager if I saw it	1937.838	679	
	I would seek out Castle Lager for purchase	1461.688	679	

Hypothesis 8

Levene's Test of Equality of Error Variances				
	F	df1	df2	Sig.
Recall	.008	1	653	.927
Attitude toward the Ad	20.078	1	653	.000
Attitude toward the Ad – Cognitive	20.096	1	653	.000
Attitude toward the Ad – Affective	9.242	1	653	.002
Attitude toward the Ad – Credibility	7.334	1	653	.007
Attitude toward the Brand	7.218	1	653	.007
Attitude toward the Brand – Factor One	11.380	1	653	.001
Attitude toward the Brand – Factor Two	3.432	1	653	.064
Attitude toward the Brand – Factor Three	9.303	1	653	.002
Purchase Intention	.411	1	653	.522
I would like to try Castle Lager	.001	1	653	.977
I would buy Castle Lager if I saw it	1.713	1	653	.191
I would seek out Castle Lager for purchase	.659	1	653	.417

Tests of Between–Subjects Effects							
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Recall	140.914[a]	10	14.091	12.728	.000	.165
	Attitude toward the Ad	24.518[b]	10	2.452	6.846	.000	.096
	Attitude toward the Ad – Cognitive	26.953[c]	10	2.695	5.919	.000	.084
	Attitude toward the Ad – Affective	35.675[d]	10	3.568	4.291	.000	.062
	Attitude toward the Ad – Credibility	22.387[e]	10	2.239	2.846	.002	.042
	Attitude toward the Brand	18.690[f]	10	1.869	5.708	.000	.081
	Attitude toward the Brand – Factor One	27.983[g]	10	2.798	3.893	.000	.057
	Attitude toward the Brand – Factor Two	31.951[h]	10	3.195	3.601	.000	.053
	Attitude toward the Brand – Factor Three	9.954[i]	10	.995	1.633	.093	.025
	Purchase Intention	342.577[j]	10	34.258	21.512	.000	.250
	I would like to try Castle Lager	615.366[k]	10	61.537	25.888	.000	.287
	I would buy Castle Lager if I saw it	370.419[l]	10	37.042	15.677	.000	.196
	I would seek out Castle Lager for purchase	171.145[m]	10	17.114	9.312	.000	.126
Intercept	Recall	44.343	1	44.343	40.053	.000	.059
	Attitude toward the Ad	82.502	1	82.502	230.384	.000	.263
	Attitude toward the Ad – Cognitive	86.739	1	86.739	190.475	.000	.228
	Attitude toward the Ad – Affective	75.594	1	75.594	90.926	.000	.124
	Attitude toward the Ad – Credibility	86.022	1	86.022	109.348	.000	.145
	Attitude toward the Brand	89.381	1	89.381	272.977	.000	.298
	Attitude toward the Brand – Factor One	88.071	1	88.071	122.515	.000	.160
	Attitude toward the Brand – Factor Two	100.323	1	100.323	113.080	.000	.149
	Attitude toward the Brand – Factor Three	81.922	1	81.922	134.364	.000	.173
	Purchase Intention	20.261	1	20.261	12.723	.000	.019
	I would like to try Castle Lager	17.499	1	17.499	7.362	.007	.011
	I would buy Castle Lager if I saw it	9.853	1	9.853	4.170	.042	.006
	I would seek out Castle Lager for purchase	38.213	1	38.213	20.792	.000	.031
Attitude toward Product Category	Recall	5.390	1	5.390	4.868	.028	.008
	Attitude toward the Ad	5.347	1	5.347	14.932	.000	.023
	Attitude toward the Ad – Cognitive	2.511	1	2.511	5.513	.019	.008
	Attitude toward the Ad – Affective	11.555	1	11.555	13.899	.000	.021
	Attitude toward the Ad – Credibility	4.419	1	4.419	5.618	.018	.009
	Attitude toward the Brand	4.966	1	4.966	15.166	.000	.023
	Attitude toward the Brand – Factor One	5.379	1	5.379	7.482	.006	.011
	Attitude toward the Brand – Factor Two	6.109	1	6.109	6.885	.009	.011
	Attitude toward the Brand – Factor Three	2.195	1	2.195	3.600	.058	.006
	Purchase Intention	269.299	1	269.299	169.108	.000	.208
	I would like to try Castle Lager	544.842	1	544.842	229.212	.000	.262

	I would buy Castle Lager if I saw it	282.012	1	282.012	119.357	.000	.156
	I would seek out Castle Lager for purchase	82.736	1	82.736	45.018	.000	.065
Attitude toward Advertising	Recall	5.747	1	5.747	5.191	.023	.008
	Attitude toward the Ad	16.131	1	16.131	45.045	.000	.065
	Attitude toward the Ad – Cognitive	19.656	1	19.656	43.163	.000	.063
	Attitude toward the Ad – Affective	18.054	1	18.054	21.716	.000	.033
	Attitude toward the Ad – Credibility	8.968	1	8.968	11.400	.001	.017
	Attitude toward the Brand	11.393	1	11.393	34.795	.000	.051
	Attitude toward the Brand – Factor One	12.905	1	12.905	17.952	.000	.027
	Attitude toward the Brand – Factor Two	21.733	1	21.733	24.497	.000	.037
	Attitude toward the Brand – Factor Three	5.819	1	5.819	9.545	.002	.015
	Purchase Intention	29.833	1	29.833	18.734	.000	.028
	I would like to try Castle Lager	15.844	1	15.844	6.665	.010	.010
	I would buy Castle Lager if I saw it	32.163	1	32.163	13.613	.000	.021
	I would seek out Castle Lager for purchase	45.348	1	45.348	24.675	.000	.037
Gender	Recall	.049	1	.049	.044	.833	.000
	Attitude toward the Ad	1.348	1	1.348	3.764	.053	.006
	Attitude toward the Ad – Cognitive	1.889	1	1.889	4.148	.042	.006
	Attitude toward the Ad – Affective	1.827	1	1.827	2.197	.139	.003
	Attitude toward the Ad – Credibility	.058	1	.058	.074	.785	.000
	Attitude toward the Brand	.660	1	.660	2.016	.156	.003
	Attitude toward the Brand – Factor One	1.433	1	1.433	1.993	.158	.003
	Attitude toward the Brand – Factor Two	.199	1	.199	.224	.636	.000
	Attitude toward the Brand – Factor Three	.162	1	.162	.266	.606	.000
	Purchase Intention	.253	1	.253	.159	.690	.000
	I would like to try Castle Lager	.152	1	.152	.064	.801	.000
	I would buy Castle Lager if I saw it	.099	1	.099	.042	.838	.000
	I would seek out Castle Lager for purchase	4.900	1	4.900	2.666	.103	.004
Age	Recall	.160	1	.160	.145	.704	.000
	Attitude toward the Ad	.294	1	.294	.822	.365	.001
	Attitude toward the Ad – Cognitive	.084	1	.084	.185	.667	.000
	Attitude toward the Ad – Affective	1.427	1	1.427	1.717	.191	.003
	Attitude toward the Ad – Credibility	.022	1	.022	.029	.866	.000
	Attitude toward the Brand	.507	1	.507	1.550	.214	.002
	Attitude toward the Brand – Factor One	.861	1	.861	1.197	.274	.002
	Attitude toward the Brand – Factor Two	.312	1	.312	.352	.553	.001
	Attitude toward the Brand – Factor Three	.240	1	.240	.393	.531	.001
	Purchase Intention	.244	1	.244	.153	.696	.000
	I would like to try Castle Lager	2.276	1	2.276	.957	.328	.001
	I would buy Castle Lager if I saw it	.738	1	.738	.313	.576	.000
	I would seek out Castle Lager for purchase	4.541	1	4.541	2.471	.116	.004
Country of Origin	Recall	2.707	1	2.707	2.446	.118	.004
	Attitude toward the Ad	.169	1	.169	.471	.493	.001
	Attitude toward the Ad – Cognitive	.488	1	.488	1.071	.301	.002
	Attitude toward the Ad – Affective	1.434	1	1.434	1.725	.190	.003
	Attitude toward the Ad – Credibility	2.919	1	2.919	3.711	.055	.006
	Attitude toward the Brand	.361	1	.361	1.102	.294	.002
	Attitude toward the Brand – Factor One	.027	1	.027	.037	.847	.000
	Attitude toward the Brand – Factor Two	2.143	1	2.143	2.416	.121	.004
	Attitude toward the Brand – Factor Three	1.982	1	1.982	3.250	.072	.005
	Purchase Intention	3.430	1	3.430	2.154	.143	.003
	I would like to try Castle Lager	1.940	1	1.940	.816	.367	.001
	I would buy Castle Lager if I saw it	15.740	1	15.740	6.662	.010	.010
	I would seek out Castle Lager for purchase	.038	1	.038	.021	.885	.000
Household Income	Recall	6.851	1	6.851	6.188	.013	.010
	Attitude toward the Ad	1.527	1	1.527	4.264	.039	.007
	Attitude toward the Ad – Cognitive	1.206	1	1.206	2.648	.104	.004
	Attitude toward the Ad – Affective	1.157	1	1.157	1.392	.239	.002
	Attitude toward the Ad – Credibility	3.772	1	3.772	4.795	.029	.007
	Attitude toward the Brand	.044	1	.044	.134	.715	.000
	Attitude toward the Brand – Factor One	.713	1	.713	.992	.320	.002
	Attitude toward the Brand – Factor Two	.458	1	.458	.517	.472	.001

	Attitude toward the Brand – Factor Three	.005	1	.005	.007	.931	.000
	Purchase Intention	1.140	1	1.140	.716	.398	.001
	I would like to try Castle Lager	5.637	1	5.637	2.372	.124	.004
	I would buy Castle Lager if I saw it	.266	1	.266	.112	.738	.000
	I would seek out Castle Lager for purchase	.098	1	.098	.054	.817	.000
Education Level	Recall	1.820	1	1.820	1.644	.200	.003
	Attitude toward the Ad	.083	1	.083	.232	.631	.000
	Attitude toward the Ad – Cognitive	.187	1	.187	.412	.521	.001
	Attitude toward the Ad – Affective	.040	1	.040	.048	.827	.000
	Attitude toward the Ad – Credibility	.086	1	.086	.109	.741	.000
	Attitude toward the Brand	.000	1	.000	.001	.973	.000
	Attitude toward the Brand – Factor One	.013	1	.013	.019	.891	.000
	Attitude toward the Brand – Factor Two	.001	1	.001	.002	.968	.000
	Attitude toward the Brand – Factor Three	.013	1	.013	.021	.884	.000
	Purchase Intention	.188	1	.188	.118	.731	.000
	I would like to try Castle Lager	.081	1	.081	.034	.853	.000
	I would buy Castle Lager if I saw it	2.144	1	2.144	.908	.341	.001
	I would seek out Castle Lager for purchase	.015	1	.015	.008	.929	.000
Hours online per week	Recall	5.870	1	5.870	5.302	.022	.008
	Attitude toward the Ad	.130	1	.130	.363	.547	.001
	Attitude toward the Ad – Cognitive	.316	1	.316	.695	.405	.001
	Attitude toward the Ad – Affective	.154	1	.154	.185	.667	.000
	Attitude toward the Ad – Credibility	.033	1	.033	.042	.837	.000
	Attitude toward the Brand	.007	1	.007	.023	.880	.000
	Attitude toward the Brand – Factor One	.001	1	.001	.001	.973	.000
	Attitude toward the Brand – Factor Two	.002	1	.002	.002	.965	.000
	Attitude toward the Brand – Factor Three	.013	1	.013	.021	.886	.000
	Purchase Intention	1.071	1	1.071	.673	.412	.001
	I would like to try Castle Lager	3.242	1	3.242	1.364	.243	.002
	I would buy Castle Lager if I saw it	.463	1	.463	.196	.658	.000
	I would seek out Castle Lager for purchase	.389	1	.389	.212	.645	.000
Computer and Internet Skills	Recall	.012	1	.012	.011	.916	.000
	Attitude toward the Ad	1.447	1	1.447	4.041	.045	.006
	Attitude toward the Ad – Cognitive	.574	1	.574	1.260	.262	.002
	Attitude toward the Ad – Affective	3.008	1	3.008	3.618	.058	.006
	Attitude toward the Ad – Credibility	2.529	1	2.529	3.215	.073	.005
	Attitude toward the Brand	.001	1	.001	.002	.961	.000
	Attitude toward the Brand – Factor One	.078	1	.078	.109	.741	.000
	Attitude toward the Brand – Factor Two	1.721	1	1.721	1.939	.164	.003
	Attitude toward the Brand – Factor Three	.001	1	.001	.001	.972	.000
	Purchase Intention	1.234	1	1.234	.775	.379	.001
	I would like to try Castle Lager	3.728	1	3.728	1.569	.211	.002
	I would buy Castle Lager if I saw it	2.934	1	2.934	1.242	.266	.002
	I would seek out Castle Lager for purchase	.097	1	.097	.053	.818	.000
Media Combination	Recall	112.554	1	112.554	101.664	.000	.136
	Attitude toward the Ad	.005	1	.005	.013	.911	.000
	Attitude toward the Ad – Cognitive	.717	1	.717	1.574	.210	.002
	Attitude toward the Ad – Affective	1.235	1	1.235	1.486	.223	.002
	Attitude toward the Ad – Credibility	.576	1	.576	.732	.393	.001
	Attitude toward the Brand	.623	1	.623	1.903	.168	.003
	Attitude toward the Brand – Factor One	4.952	1	4.952	6.889	.009	.011
	Attitude toward the Brand – Factor Two	.923	1	.923	1.040	.308	.002
	Attitude toward the Brand – Factor Three	.108	1	.108	.178	.673	.000
	Purchase Intention	.714	1	.714	.448	.503	.001
	I would like to try Castle Lager	.026	1	.026	.011	.917	.000
	I would buy Castle Lager if I saw it	.184	1	.184	.078	.780	.000
	I would seek out Castle Lager for purchase	5.138	1	5.138	2.795	.095	.004
Error	Recall	712.983	644	1.107			
	Attitude toward the Ad	230.621	644	.358			
	Attitude toward the Ad – Cognitive	293.267	644	.455			
	Attitude toward the Ad – Affective	535.406	644	.831			
	Attitude toward the Ad – Credibility	506.623	644	.787			

	Attitude toward the Brand	210.866	644	.327
	Attitude toward the Brand – Factor One	462.948	644	.719
	Attitude toward the Brand – Factor Two	571.348	644	.887
	Attitude toward the Brand – Factor Three	392.646	644	.610
	Purchase Intention	1025.549	644	1.592
	I would like to try Castle Lager	1530.802	644	2.377
	I would buy Castle Lager if I saw it	1521.614	644	2.363
	I would seek out Castle Lager for purchase	1183.576	644	1.838
Total	Recall	4728.528	655	
	Attitude toward the Ad	11393.709	655	
	Attitude toward the Ad – Cognitive	10379.301	655	
	Attitude toward the Ad – Affective	12631.555	655	
	Attitude toward the Ad – Credibility	13116.782	655	
	Attitude toward the Brand	11188.778	655	
	Attitude toward the Brand – Factor One	10603.920	655	
	Attitude toward the Brand – Factor Two	13871.484	655	
	Attitude toward the Brand – Factor Three	11167.168	655	
	Purchase Intention	8539.026	655	
	I would like to try Castle Lager	12870.823	655	
	I would buy Castle Lager if I saw it	9622.984	655	
	I would seek out Castle Lager for purchase	5268.194	655	
Corrected Total	Recall	853.897	654	
	Attitude toward the Ad	255.138	654	
	Attitude toward the Ad – Cognitive	320.220	654	
	Attitude toward the Ad – Affective	571.081	654	
	Attitude toward the Ad – Credibility	529.009	654	
	Attitude toward the Brand	229.556	654	
	Attitude toward the Brand – Factor One	490.931	654	
	Attitude toward the Brand – Factor Two	603.299	654	
	Attitude toward the Brand – Factor Three	402.600	654	
	Purchase Intention	1368.126	654	
	I would like to try Castle Lager	2146.168	654	
	I would buy Castle Lager if I saw it	1892.033	654	
	I would seek out Castle Lager for purchase	1354.720	654	

Hypothesis 9

Levene's Test of Equality of Error Variances				
	F	df1	df2	Sig.
Recall	.000	1	647	.987
Attitude toward the Ad	.930	1	647	.335
Attitude toward the Ad – Cognitive	.157	1	647	.692
Attitude toward the Ad – Affective	3.637	1	647	.057
Attitude toward the Ad – Credibility	1.958	1	647	.162
Attitude toward the Brand	.653	1	647	.419
Attitude toward the Brand – Factor One	.222	1	647	.638
Attitude toward the Brand – Factor Two	.002	1	647	.963
Attitude toward the Brand – Factor Three	1.705	1	647	.192
Purchase Intention	.002	1	647	.960
I would like to try Castle Lager	.428	1	647	.513
I would buy Castle Lager if I saw it	.053	1	647	.818
I would seek out Castle Lager for purchase	1.852	1	647	.174

Tests of Between–Subjects Effects							
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Recall	15.492[a]	10	1.549	1.344	.203	.021
	Attitude toward the Ad	29.643[b]	10	2.964	6.030	.000	.086
	Attitude toward the Ad – Cognitive	39.484[c]	10	3.948	6.721	.000	.095
	Attitude toward the Ad – Affective	38.576[d]	10	3.858	3.685	.000	.055
	Attitude toward the Ad – Credibility	25.276[e]	10	2.528	2.633	.004	.040
	Attitude toward the Brand	21.186[f]	10	2.119	5.459	.000	.079
	Attitude toward the Brand – Factor One	31.581[g]	10	3.158	3.822	.000	.057
	Attitude toward the Brand – Factor Two	42.363[h]	10	4.236	4.549	.000	.067
	Attitude toward the Brand – Factor Three	23.605[i]	10	2.360	3.031	.001	.045
	Purchase Intention	344.653[j]	10	34.465	20.449	.000	.243
	I would like to try Castle Lager	590.485[k]	10	59.048	24.063	.000	.274
	I would buy Castle Lager if I saw it	386.147[l]	10	38.615	15.630	.000	.197
	I would seek out Castle Lager for purchase	164.547[m]	10	16.455	8.324	.000	.115
Intercept	Recall	45.662	1	45.662	39.619	.000	.058
	Attitude toward the Ad	92.928	1	92.928	189.040	.000	.229
	Attitude toward the Ad – Cognitive	90.117	1	90.117	153.390	.000	.194
	Attitude toward the Ad – Affective	94.717	1	94.717	90.473	.000	.124
	Attitude toward the Ad – Credibility	108.761	1	108.761	113.294	.000	.151
	Attitude toward the Brand	86.913	1	86.913	223.950	.000	.260
	Attitude toward the Brand – Factor One	87.827	1	87.827	106.300	.000	.143
	Attitude toward the Brand – Factor Two	95.325	1	95.325	102.357	.000	.138
	Attitude toward the Brand – Factor Three	79.175	1	79.175	101.658	.000	.137
	Purchase Intention	15.014	1	15.014	8.908	.003	.014
	I would like to try Castle Lager	12.617	1	12.617	5.142	.024	.008
	I would buy Castle Lager if I saw it	10.542	1	10.542	4.267	.039	.007
	I would seek out Castle Lager for purchase	23.284	1	23.284	11.778	.001	.018
Attitude toward Product Category	Recall	6.095	1	6.095	5.288	.022	.008
	Attitude toward the Ad	1.478	1	1.478	3.007	.083	.005
	Attitude toward the Ad – Cognitive	.072	1	.072	.122	.727	.000
	Attitude toward the Ad – Affective	8.319	1	8.319	7.946	.005	.012
	Attitude toward the Ad – Credibility	.275	1	.275	.286	.593	.000
	Attitude toward the Brand	3.244	1	3.244	8.358	.004	.013
	Attitude toward the Brand – Factor One	3.991	1	3.991	4.830	.028	.008
	Attitude toward the Brand – Factor Two	7.542	1	7.542	8.098	.005	.013
	Attitude toward the Brand – Factor Three	.130	1	.130	.167	.683	.000
	Purchase Intention	262.562	1	262.562	155.784	.000	.196
	I would like to try Castle Lager	497.807	1	497.807	202.864	.000	.241

	I would buy Castle Lager if I saw it	286.364	1	286.364	115.909	.000	.154
	I would seek out Castle Lager for purchase	87.936	1	87.936	44.483	.000	.065
Attitude toward Advertising	Recall	1.880	1	1.880	1.631	.202	.003
	Attitude toward the Ad	25.800	1	25.800	52.484	.000	.076
	Attitude toward the Ad – Cognitive	30.828	1	30.828	52.473	.000	.076
	Attitude toward the Ad – Affective	25.648	1	25.648	24.498	.000	.037
	Attitude toward the Ad – Credibility	16.969	1	16.969	17.676	.000	.027
	Attitude toward the Brand	14.878	1	14.878	38.336	.000	.057
	Attitude toward the Brand – Factor One	21.037	1	21.037	25.462	.000	.038
	Attitude toward the Brand – Factor Two	23.120	1	23.120	24.826	.000	.037
	Attitude toward the Brand – Factor Three	10.520	1	10.520	13.507	.000	.021
	Purchase Intention	40.816	1	40.816	24.217	.000	.037
	I would like to try Castle Lager	32.426	1	32.426	13.214	.000	.020
	I would buy Castle Lager if I saw it	43.048	1	43.048	17.424	.000	.027
	I would seek out Castle Lager for purchase	47.760	1	47.760	24.160	.000	.036
Gender	Recall	.762	1	.762	.661	.417	.001
	Attitude toward the Ad	.331	1	.331	.673	.412	.001
	Attitude toward the Ad – Cognitive	1.938	1	1.938	3.298	.070	.005
	Attitude toward the Ad – Affective	.044	1	.044	.042	.837	.000
	Attitude toward the Ad – Credibility	.919	1	.919	.958	.328	.001
	Attitude toward the Brand	.085	1	.085	.218	.641	.000
	Attitude toward the Brand – Factor One	.149	1	.149	.181	.671	.000
	Attitude toward the Brand – Factor Two	.108	1	.108	.116	.734	.000
	Attitude toward the Brand – Factor Three	.040	1	.040	.051	.821	.000
	Purchase Intention	.139	1	.139	.082	.774	.000
	I would like to try Castle Lager	.000	1	.000	.000	.992	.000
	I would buy Castle Lager if I saw it	.002	1	.002	.001	.979	.000
	I would seek out Castle Lager for purchase	1.380	1	1.380	.698	.404	.001
Age	Recall	.306	1	.306	.266	.606	.000
	Attitude toward the Ad	.050	1	.050	.103	.749	.000
	Attitude toward the Ad – Cognitive	.832	1	.832	1.417	.234	.002
	Attitude toward the Ad – Affective	.003	1	.003	.002	.961	.000
	Attitude toward the Ad – Credibility	1.295	1	1.295	1.349	.246	.002
	Attitude toward the Brand	.479	1	.479	1.235	.267	.002
	Attitude toward the Brand – Factor One	.637	1	.637	.771	.380	.001
	Attitude toward the Brand – Factor Two	.002	1	.002	.002	.967	.000
	Attitude toward the Brand – Factor Three	1.653	1	1.653	2.123	.146	.003
	Purchase Intention	6.379	1	6.379	3.785	.052	.006
	I would like to try Castle Lager	5.107	1	5.107	2.081	.150	.003
	I would buy Castle Lager if I saw it	8.604	1	8.604	3.483	.062	.005
	I would seek out Castle Lager for purchase	5.682	1	5.682	2.874	.090	.004
Country of Origin	Recall	1.179	1	1.179	1.023	.312	.002
	Attitude toward the Ad	.179	1	.179	.364	.546	.001
	Attitude toward the Ad – Cognitive	.143	1	.143	.244	.622	.000
	Attitude toward the Ad – Affective	.861	1	.861	.822	.365	.001
	Attitude toward the Ad – Credibility	2.978	1	2.978	3.102	.079	.005
	Attitude toward the Brand	.339	1	.339	.873	.351	.001
	Attitude toward the Brand – Factor One	.000	1	.000	.000	.984	.000
	Attitude toward the Brand – Factor Two	2.867	1	2.867	3.078	.080	.005
	Attitude toward the Brand – Factor Three	4.798	1	4.798	6.160	.013	.010
	Purchase Intention	.953	1	.953	.565	.452	.001
	I would like to try Castle Lager	.809	1	.809	.330	.566	.001
	I would buy Castle Lager if I saw it	10.666	1	10.666	4.317	.038	.007
	I would seek out Castle Lager for purchase	1.530	1	1.530	.774	.379	.001
Household Income	Recall	2.206	1	2.206	1.914	.167	.003
	Attitude toward the Ad	.647	1	.647	1.316	.252	.002
	Attitude toward the Ad – Cognitive	.047	1	.047	.080	.778	.000
	Attitude toward the Ad – Affective	2.120	1	2.120	2.025	.155	.003
	Attitude toward the Ad – Credibility	2.552	1	2.552	2.658	.104	.004
	Attitude toward the Brand	.045	1	.045	.116	.733	.000
	Attitude toward the Brand – Factor One	.352	1	.352	.426	.514	.001
	Attitude toward the Brand – Factor Two	.048	1	.048	.051	.821	.000

	Attitude toward the Brand – Factor Three	1.042	1	1.042	1.338	.248	.002
	Purchase Intention	1.121	1	1.121	.665	.415	.001
	I would like to try Castle Lager	1.340	1	1.340	.546	.460	.001
	I would buy Castle Lager if I saw it	.338	1	.338	.137	.712	.000
	I would seek out Castle Lager for purchase	2.067	1	2.067	1.045	.307	.002
Education Level	Recall	.207	1	.207	.180	.672	.000
	Attitude toward the Ad	.614	1	.614	1.250	.264	.002
	Attitude toward the Ad – Cognitive	1.175	1	1.175	1.999	.158	.003
	Attitude toward the Ad – Affective	.149	1	.149	.143	.706	.000
	Attitude toward the Ad – Credibility	.004	1	.004	.004	.947	.000
	Attitude toward the Brand	.101	1	.101	.260	.610	.000
	Attitude toward the Brand – Factor One	.259	1	.259	.314	.576	.000
	Attitude toward the Brand – Factor Two	.340	1	.340	.365	.546	.001
	Attitude toward the Brand – Factor Three	1.252	1	1.252	1.608	.205	.003
	Purchase Intention	3.353	1	3.353	1.989	.159	.003
	I would like to try Castle Lager	11.992	1	11.992	4.887	.027	.008
	I would buy Castle Lager if I saw it	1.095	1	1.095	.443	.506	.001
	I would seek out Castle Lager for purchase	.968	1	.968	.490	.484	.001
Hours online per week	Recall	1.162	1	1.162	1.008	.316	.002
	Attitude toward the Ad	.085	1	.085	.173	.677	.000
	Attitude toward the Ad – Cognitive	.471	1	.471	.801	.371	.001
	Attitude toward the Ad – Affective	.001	1	.001	.001	.971	.000
	Attitude toward the Ad – Credibility	.095	1	.095	.099	.754	.000
	Attitude toward the Brand	.215	1	.215	.555	.457	.001
	Attitude toward the Brand – Factor One	.729	1	.729	.882	.348	.001
	Attitude toward the Brand – Factor Two	1.416	1	1.416	1.520	.218	.002
	Attitude toward the Brand – Factor Three	.000	1	.000	.000	.987	.000
	Purchase Intention	.158	1	.158	.094	.760	.000
	I would like to try Castle Lager	.865	1	.865	.352	.553	.001
	I would buy Castle Lager if I saw it	.052	1	.052	.021	.885	.000
	I would seek out Castle Lager for purchase	.001	1	.001	.001	.980	.000
Computer and Internet Skills	Recall	.016	1	.016	.014	.905	.000
	Attitude toward the Ad	1.744	1	1.744	3.547	.060	.006
	Attitude toward the Ad – Cognitive	1.504	1	1.504	2.560	.110	.004
	Attitude toward the Ad – Affective	1.927	1	1.927	1.841	.175	.003
	Attitude toward the Ad – Credibility	2.031	1	2.031	2.115	.146	.003
	Attitude toward the Brand	1.187	1	1.187	3.059	.081	.005
	Attitude toward the Brand – Factor One	1.266	1	1.266	1.532	.216	.002
	Attitude toward the Brand – Factor Two	3.259	1	3.259	3.500	.062	.005
	Attitude toward the Brand – Factor Three	3.025	1	3.025	3.884	.049	.006
	Purchase Intention	6.963	1	6.963	4.131	.043	.006
	I would like to try Castle Lager	14.316	1	14.316	5.834	.016	.009
	I would buy Castle Lager if I saw it	5.856	1	5.856	2.370	.124	.004
	I would seek out Castle Lager for purchase	2.934	1	2.934	1.484	.224	.002
Media Combination	Recall	.362	1	.362	.314	.575	.000
	Attitude toward the Ad	.020	1	.020	.040	.842	.000
	Attitude toward the Ad – Cognitive	.888	1	.888	1.511	.219	.002
	Attitude toward the Ad – Affective	.505	1	.505	.482	.488	.001
	Attitude toward the Ad – Credibility	.174	1	.174	.182	.670	.000
	Attitude toward the Brand	.509	1	.509	1.310	.253	.002
	Attitude toward the Brand – Factor One	1.021	1	1.021	1.236	.267	.002
	Attitude toward the Brand – Factor Two	3.900	1	3.900	4.188	.041	.007
	Attitude toward the Brand – Factor Three	1.059	1	1.059	1.360	.244	.002
	Purchase Intention	2.139	1	2.139	1.269	.260	.002
	I would like to try Castle Lager	1.256	1	1.256	.512	.475	.001
	I would buy Castle Lager if I saw it	1.664	1	1.664	.673	.412	.001
	I would seek out Castle Lager for purchase	3.910	1	3.910	1.978	.160	.003
Error	Recall	735.325	638	1.153			
	Attitude toward the Ad	313.627	638	.492			
	Attitude toward the Ad – Cognitive	374.827	638	.588			
	Attitude toward the Ad – Affective	667.929	638	1.047			
	Attitude toward the Ad – Credibility	612.472	638	.960			

	Attitude toward the Brand	247.603	638	.388
	Attitude toward the Brand – Factor One	527.125	638	.826
	Attitude toward the Brand – Factor Two	594.170	638	.931
	Attitude toward the Brand – Factor Three	496.896	638	.779
	Purchase Intention	1075.299	638	1.685
	I would like to try Castle Lager	1565.586	638	2.454
	I would buy Castle Lager if I saw it	1576.241	638	2.471
	I would seek out Castle Lager for purchase	1261.241	638	1.977
Total	Recall	6205.584	649	
	Attitude toward the Ad	11324.381	649	
	Attitude toward the Ad – Cognitive	9958.777	649	
	Attitude toward the Ad – Affective	13053.916	649	
	Attitude toward the Ad – Credibility	13368.175	649	
	Attitude toward the Brand	11084.910	649	
	Attitude toward the Brand – Factor One	10290.976	649	
	Attitude toward the Brand – Factor Two	14505.332	649	
	Attitude toward the Brand – Factor Three	11007.818	649	
	Purchase Intention	8694.058	649	
	I would like to try Castle Lager	13180.997	649	
	I would buy Castle Lager if I saw it	9852.032	649	
	I would seek out Castle Lager for purchase	5274.973	649	
Corrected Total	Recall	750.817	648	
	Attitude toward the Ad	343.270	648	
	Attitude toward the Ad – Cognitive	414.311	648	
	Attitude toward the Ad – Affective	706.505	648	
	Attitude toward the Ad – Credibility	637.747	648	
	Attitude toward the Brand	268.789	648	
	Attitude toward the Brand – Factor One	558.706	648	
	Attitude toward the Brand – Factor Two	636.533	648	
	Attitude toward the Brand – Factor Three	520.501	648	
	Purchase Intention	1419.952	648	
	I would like to try Castle Lager	2156.071	648	
	I would buy Castle Lager if I saw it	1962.389	648	
	I would seek out Castle Lager for purchase	1425.788	648	